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BEFORE THE  
**Federal Communications Commission**  
WASHINGTON, D.C.

JUN 22 1998

FEDERAL COMMUNICATIONS COMMISSION  
OFFICE OF THE SECRETARY

**In the Matter of**

**Review of the Commission's Regulations  
Governing Television Broadcasting**

**Television Satellite Stations  
Review of Policy and Rules**

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**MM Docket No. 91-221**

**MM Docket No. 87-7**

**SUPPLEMENTAL COMMENTS**

**PEGASUS COMMUNICATIONS  
CORPORATION**

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## **SUMMARY**

Pegasus Communications Corporation ("Pegasus") hereby submits its Supplemental Comments in the Commission's rule making proceeding considering TV LMAs and duopolies. In these comments, Pegasus undertakes a comprehensive analytical review of the filings made in July 1997 detailing the nature of LMA relationships existing at that time. Pegasus believes that sufficient information now exists in the public record to support a factual analysis of the impact of LMAs on program diversity and market competitiveness, and a merely presumptive projection of possible ramifications is no longer necessary. The review and analysis finds that:

- LMA relationships are, for the most part, both economically rational and highly pro-competitive. In most cases, and especially in smaller markets, relatively weak stations are combining resources to compete more effectively. Therefore, the two stations involved usually have combined shares of the local television market which are substantially smaller than the single dominant station in that same market -- this result is not indicative of significant anti-competitive behavior.
- There is little, if any, evidence of abuse. Relatively few LMAs were entered into by stations which are the strongest station in their markets, and almost none involved two strong stations in a given market. Instead, most involved the combination of relatively weaker (usually UHF) stations, a majority involved either the construction of new stations or the rescue of financially distressed stations, and virtually all of the remainder cited significant programming upgrades as the primary reason for the combination. In terms of the diversity of available programming, viewers have clearly benefitted substantially.
- Over 40 of the stations involved in LMAs cite the development or expansion of news as being a principal reason for the LMA, allowing the sharing of costs amongst two stations. This is especially significant in the smaller television markets, in which the fixed costs of news programming is nearly prohibitive for all but the dominant stand-alone stations. News availability, as the most prevalent form of local programming, must be a critical factor in any measurement of program diversity.

- On the order of 40 percent or more of the WB and UPN affiliates in markets 25 to 100 appear to be involved in LMA relationships. This both reinforces the program diversity benefits of LMAs and raises the question of such networks' ongoing prosperity in the event LMAs were disallowed.

From these and other findings summarized in the following pages, Pegasus concludes that most LMAs in practice are driven by economic necessity, enhance program diversity and are procompetitive in nature. For similar economic reasons, Pegasus also argues that LMAs may be critical both to the continued strength of emerging networks and to the orderly and rapid introduction of Digital Television in smaller television markets.

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### **Exhibits**

Exhibit A	Master List of LMA Markets
Exhibit B	Data Sorts of LMA Markets
Exhibit C	LMA Summary Tables

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<b>Review of the Commission's Regulations</b>	)	<b>MM Docket No. 91-221</b>
<b>Governing Television Broadcasting</b>	)	
	)	
<b>Television Satellite Stations</b>	)	<b>MM Docket No. 87-7</b>
<b>Review of Policy and Rules</b>	)	

**SUPPLEMENTAL COMMENTS**

Pegasus Communications Corporation ("Pegasus") hereby submits Supplemental Comments in the above-referenced proceeding. On February 7, 1997, Pegasus filed its initial comments in the proceeding, and it filed Reply Comments on March 21, 1997. The initial and reply comments were filed prior to the Commission's request of June 17, 1997 for specific information about existing LMA relationships. These supplemental comments analyze the results of the July 1997 LMA filings which, for the first time, provided specific information capable of analysis to determine the nature and extent of the use of LMAs in the television industry, and the reasons that such LMAs have been entered into. As set forth in more detail below, the analysis of the LMA information supports the initial premise of Pegasus, i.e., that, particularly in smaller television markets, LMAs and television duopoly will foster rather than diminish diversity and competition. Therefore, these Supplemental Comments should be accepted and, as set forth below, the proposals of Pegasus to allow LMAs and duopolies in these markets should be adopted.

## **BACKGROUND**

The initial comments of Pegasus addressed the issue of television Local Marketing Agreements and TV duopoly (hereinafter duopoly and LMA relationships between stations will collectively be referred to as “LMAs”). Pegasus’ comments were particularly distinctive in light of what seemed to be the then-prevalent thinking that LMAs, if allowed at all, would be permitted only on an exceptional basis in large markets with some minimum number of remaining “voices.” Pegasus’ comments focused on smaller markets, and the benefits to diversity and competition that can be fostered by LMAs in such markets.

In the absence of broadly reliable LMA data at that time, Pegasus’ arguments were premised on marketplace economic realities derived from Pegasus’ extensive small market operating experience. The Pegasus comments could be summarized as follows: 1) the analysis of the impact of LMAs can be fact-based, and need not be relegated to a merely speculative presumption; 2) LMAs can, for reasons of real-world broadcast television economics, be highly beneficial to the public interest; 3) this public interest benefit could be especially pronounced in smaller television markets (roughly encompassed in that group of television markets containing the second 50% of U.S. television households); and 4) if LMAs are not broadly allowed, then each market, and each LMA, has to be dealt with on a case-by-case basis applying reasonable economic principals. Indeed, in the context of smaller (often UHF) stations combining resources to effectively compete with entrenched and dominant (usually VHF) stations, LMAs are merely manifestations of normal business economic practice. Pegasus therefore concluded that LMAs frequently create (rather than reduce) programming diversity, that LMAs measurably enhance (rather than subvert) the potential for new, local television programming, that LMAs materially increase (rather than limit) market

competition, and finally that LMAs do not necessarily contribute to a reduction in ownership diversity (since they encourage new station construction and financial rescues of stations which would otherwise economically fail).

### **SUMMARY OF FINDINGS**

Pegasus' economic views in this matter have not changed with the passage of time, and have in fact been strengthened after reviewing the information submitted to the Commission in response to the June 1997 request for further information as to the nature of existing LMAs. Pegasus has compiled the attached analyses of existing LMAs as reported in response to that request for further information. The material submitted pursuant to the Commission request was cross-referenced with additional market data from the national television database maintained by BIA Research, Inc. ("BIA").<sup>1</sup> The resulting master list of LMA markets is attached as Exhibit A.<sup>2</sup> Exhibit B consists of a series of data sorts run on the Exhibit A master list but treating just the LMA stations themselves (i.e., excluding the non-LMA stations in each market). Exhibit C includes a series of summary tables drawn from the LMA data. A definition of the terminology used is also attached as a frontispiece to the Exhibits.

The results of this analysis substantiate the economic arguments made in Pegasus' initial filing – indeed, the economic rationality of LMA decision-making to date is remarkable. The results

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<sup>1</sup> The CD-ROM version of the BIA "MasterAccess" software that was used was compiled for Pegasus by BIA in February, 1998. Revenue and share analyses are therefore based on BIA's 1996 data (1997 data not yet available). Analysis and sorting of that raw data was performed solely by Pegasus staff.

<sup>2</sup> This list is based primarily on the information provided in the July 1997 filings. Pegasus believes it provides a substantial representation of LMAs recently in place.

also support Pegasus' arguments relating to market size differentiation. In particular, they demonstrate that in smaller television markets, LMAs have been broadly used to initiate new services and rescue financially distressed stations. Most importantly, these results support Pegasus' contentions that LMAs can be subjected to a fact-based analysis, that theoretic supposition as to their likely impact is unnecessary, and that most existing LMAs are demonstrably in the public interest. Finally, the results demand consideration of the negative consequences to small market programming diversity, to smaller market DTV buildout schedules and to the national availability of the emerging television networks, were LMAs to be forcibly unwound. Pegasus is convinced that such an outcome would materially reduce competition and diversity, and hasten overall industry consolidation.

Specific factual findings are provided in Appendix A hereto, but some of the general observations which arise from a review of the data include the following:

- The character of existing LMAs does actually vary markedly with market size, especially with regard to the nature of the Brokered Station.<sup>3</sup> This variation appears to be largely explicable by a straightforward combination of economic and channel-allocation constraints. The vast bulk (over 84%) of LMAs are in smaller markets comprising the second 50% of U.S. households, being most heavily concentrated in DMAs 26-100. There is a smaller economic value for either the Brokered or the Brokering Station in an LMA in the largest markets (DMAs 1-25, and especially in DMAs 1-10); therefore, few LMAs are found in such

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<sup>3</sup> A Brokered Station is defined as a station giving up substantial programming decision-making to another station in the market, the latter defined as the Brokering Station.



markets. These markets are large enough for even independent stations to be self-supporting, and competitive enough that the incremental benefit of a second station to an existing major network affiliate is relatively nominal. Alternatively, in the smallest markets (those below DMA 100), a combination of insufficient channel allocations, lack of development pressure from new national networks, extraordinary market dominance by one or two (usually VHF) stations, and extremely small overall market revenues make LMAs of more limited economic usefulness at this time. There are few independent or minor network affiliates to begin with in these small markets, and owners of stations affiliated with the major television networks do not yet perceive in such markets that the economic benefits possible with LMAs are sufficient to overcome the pre-existing economic constraints. But the middle-tier markets have made aggressive use of LMAs to improve market characteristics, and viewers have demonstrably benefited.

- With regard to the Brokering Stations, the evidence suggests that most LMAs are entered into to enhance the competitiveness of second-level stations, not to cement the market control of an already dominant station. There are, in fact, relatively few examples of LMAs involving the top station in a given market, and those that do exist mostly involve competitive markets in which the top station's share is not significantly higher than that of the near competition. By far the largest number of Brokering Stations are Fox affiliates, which, in the smaller markets, are rarely on a par with the NBC, CBS and/or ABC affiliates. LMAs seem to have played a significant role, in such smaller markets, in the enhanced development of the Fox network into a "major" network. Pegasus also believes the current substantive push by Fox affiliates into local news development is materially aided by the

existence of LMAs, and might be substantively hampered by the loss of this benefit. The variety of local news offerings is a key measure of market competitiveness and program diversity.

- With regard to the Brokered Stations, LMAs are primarily used to 1) enable construction of entirely new television stations, 2) rescue financially distressed television stations, and/or 3) substantially upgrade available programming in the market. These are all primary economic issues, and suggest that a high proportion of these stations would either not be on the air at all or would be offering far weaker programming slates were it not for the LMAs. Significantly, it appears that approximately 40% to 50% of the UPN and/or WB network affiliates in DMAs 26-100 appear to be in LMA relationships as Brokered Stations. From this evidence, it would seem to follow that the vitality of these new networks might be constrained without these LMA relationships. LMAs are likely, for substantially the same economic reasons, to play a critical role in the development of DTV in smaller markets.
- With so many of the Brokered Stations being either start-ups or rescues, the combined share of the two LMA stations is almost entirely a function of the share of the Brokering Station. A substantial majority of existing LMAs therefore have *combined* market shares well below the share of the single largest station in that market, and there are remarkably few examples of combined shares which would appear to lead to any significant concern from an antitrust perspective. In fact, a large proportion of LMAs involve a combined market share of 50% or less of the top single station in the market.
- Finally, the results imply that, to date, LMAs have been entered into 1) by Brokered Stations mainly when driven by competitive necessity (there appear to be few, if any, examples of

strong stations submitting to LMAs as Brokered Stations), and 2) by Brokering Stations principally to strengthen an otherwise problematic competitive situation. In other words, LMAs have allowed television markets to behave precisely as one would expect normal markets to behave: weaker competitors combining resources to counteract the entrenched dominance of established stations.

### DISCUSSION

The over-all conclusion which can be drawn from the analysis of the data is that LMAs contribute to a substantial increase in the programming diversity available to viewers, and competitiveness is materially increased thereby. Pegasus' own experience suggests that an LMA is in large part an economic vehicle designed to 1) enable the development of new local programming on two stations that would otherwise not exist on either station, and 2) enable each station to be programmed toward a narrower audience than one station alone could economically target.<sup>4</sup> Whether or not LMAs have contributed to an increase in ownership diversity would probably have to be reviewed on a case-by-case basis; but given the large proportion of new construction and rescued stations involved, it would be reasonable to suggest that over-all ownership diversity has not been significantly reduced by LMAs to date.<sup>5</sup>

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<sup>4</sup> It is worth noting in this respect that an LMA (or even "Duopoly") is qualitatively different from consolidation across different markets or across different media: the latter two, at least theoretically, might enable a sameness of "voice" across the stations involved, but such a sameness would be economically irrational in a same-market situation (especially when the market's economic constraints brought about the need for the LMA in the first place).

<sup>5</sup> Pegasus is sensitive to the concerns raised regarding ownership diversity of broadcast stations in general, but is herein suggesting that LMAs, although certainly not irrelevant, are not centrally germane to such proceedings.

It is not Pegasus' intention to suggest that LMAs cannot be abused.<sup>6</sup> In fact, in its initial comments, Pegasus proposed at least one possible metering mechanism to help ensure that these arrangements are not used in an anticompetitive manner.<sup>7</sup> It is, however, Pegasus' contention that a substantial majority of LMAs entered into to date appear to have been both economically rational (highly sensitive to individual broadcast market economics) and demonstrably in the general public interest (measured principally by programming diversity and market competitiveness). Pegasus believes the information provided by the July 1997 filings, and information otherwise available to the FCC, provides the Commission with an adequate database of information to eliminate any need to rely on the speculative presumption of possible alternative outcomes. Based on the available information about the actual use of LMAs in the industry, the Commission must conclude that such vehicles actually increase programming diversity and marketplace competitiveness.

A key measure of diversity and marketplace competitiveness must be local news programming. It is Pegasus' experience that in small markets only the stronger stations can economically justify local news. Pegasus believes, however, that LMAs can provide the economic foundation for two additional news offerings. Pegasus has recently hired a corporate news director,

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<sup>6</sup> Although Pegasus also believes appropriate governmental agencies have established expertise in reviewing most of the complexities inherent in such matters.

<sup>7</sup> Pegasus suggested that such arrangements be subjected to a combined market share test using the market share of the most successful station in the market as a benchmark. Pegasus believes that such a test would eliminate any anticompetitive arrangements which might arise in the future. However, to realize the public interest benefits cited in these supplemental comments, it is essential that the market share limitations not be made too stringent, as to do so would cut off many of the benefits cited above. Above all, it is critical to recognize that a fixed-point share-of-market ceiling cannot be equitably established across all markets, give the huge variations in market revenue relative to certain minimum broadcast television fixed costs.

has initiated a local news offering in Portland, Maine, and intends to offer news in as many of its markets as economically possible -- developments made possible largely through the existence of its LMAs. In more than 40 of the LMAs reported in the July 15 filings, the development or enhancement of news programming was cited as a reason for the entry into an LMA arrangement.

Not only is news programming fostered by LMAs, but diversity of programming generally is promoted by such arrangements. As set forth on page 6, approximately 40% of the affiliates of the developing UPN and WB networks in DMA markets 26-100, appear to be involved in LMAs. Neither network has a material presence in markets below 100. A forced unwind of these LMA arrangements would clearly have a detrimental impact on these emerging networks.

The enhanced viability of the non-dominant stations in the smaller markets provided by LMAs will also assist in solving what might otherwise be an almost insurmountable problem in the smaller television markets - paying for the costs of the transition to digital television. It is an article of faith amongst virtually all DTV participants -- networks, affiliates, consumer product manufacturers, advertisers and regulators -- that a rapid buildout of DTV facilities is essential to the success of the effort. Any slow or piecemeal buildout would be highly problematic. For smaller market broadcasters this challenge is doubly severe. The cost of a DTV buildout is relatively fixed and insensitive to market size, i.e. the basic equipment costs the same regardless of the size of the market. However, the smaller markets simply have less overall revenue against which to amortize these costs and smaller operating margins with which to absorb the financial impact. Additionally, whereas even a 5-10% "early adopter" penetration in the largest markets might make for an effective revenue-producing DTV audience, smaller markets will have to achieve a substantially higher overall level of audience penetration before receiving any offsetting revenue. The smaller markets

will therefore have to sustain operating losses for a longer period. It is certain that the lack of compelling DTV revenue prospects in the near term, and the high probability of a significant negative impact on current operating cash flow, will substantially reduce stations' ability to borrow the capital required for the DTV buildout as senior lenders do not tend to take the promise of future revenues entirely on faith. It is therefore probable that the conversion costs for a stand alone 4th, 5th or 6th station in a small market, are prohibitive -- most such stations simply will not build DTV facilities until a high level of DTV penetration has already been achieved. This creates a second problem, since any DTV penetration will necessarily bleed revenue from analog signals. Thus, in a small market, where the stronger stations may be in a position to convert to DTV, any such conversion which finds an audience in the market will further reduce the revenue base of the weaker stations which have not yet been able to afford the digital conversion, significantly exacerbating the existing VHF/UHF economic differential. This may well have the further consequence of slowing down the penetration rate for the market as a whole, further complicating the scenario. In consequence, it is not surprising that many station sellers in recent years have in fact noted the imminence of a DTV decision as a reason for the timing of their sale.

Pegasus firmly believes LMA relationships will contribute to an earlier, healthier DTV buildout. LMAs provide for an economically stronger and more competitive station as it begins the process. LMAs will mitigate the negative economic consequences of an early DTV buildout, both by reducing construction costs (to a degree as yet unknown, but Pegasus believes potentially significant) and by limiting administrative and programming costs. LMAs might also enable constructive joint marketing endeavors to enhance revenue generation prospects at an earlier stage. Most importantly, LMAs will make access to borrowing capacity substantially easier to achieve,

reducing the perceived risk of the venture. The ultimate result is likely to be an earlier and more robust buildout of DTV facilities in smaller markets generally, which itself is likely to minimize inherent risk.

### **CONCLUSION**

Therefore, in this proceeding, the FCC should allow for the continued existence of LMAs, and for the outright ownership of two stations in the same market, in circumstances where such an increase in diversity of programming and marketplace competitiveness will result. This will foster programming diversity, fostering the health of the developing television networks, making available more program choices and higher quality programming, and promoting the rapid buildout of digital television. As the existing use of LMAs demonstrates that these public interest benefits will occur, the Commission should adopt rules that promote the continued use of these arrangements in the public interest.

Respectfully Submitted,

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## Appendix A

### Summary Analysis of Data

#### I. Overview

Pegasus' analyses looked at the following information, when available, on each LMA:

*Market Data:* Designated Market Area (DMA) name, DMA rank, DMA broadcast revenue, DMA households and number of stations in the market;

*Station Data:* Signal type (VHF or UHF), network affiliation, local market audience share and owner;

*LMA Data:* Combined audience share of the two stations involved, stated reason for the LMA (if any) and combination type (VHF/VHF, VHF/UHF, UHF/UHF, or UHF/VHF).

*Other:* Pegasus also reviewed Brokering Stations separately from Brokered Stations, and analyzed results both across market size (classified in three distinct Tiers<sup>8</sup> by accumulated households), and in light of the ratio of combined market share of the two stations in the LMA relationship to the market share of the largest single station in that market (the "Combined Ratio"<sup>9</sup>).

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<sup>8</sup> Tier 1 Markets comprise DMAs accounting for the top 50% of U.S. television households (DMAs 1-25); Tier 2 Markets comprise DMAs accounting for the next 25% of U.S. television households (DMAs 26-66); Tier 3 Markets comprise DMAs accounting for the remaining 25% of U.S. television households (DMAs 67 and above). All DMA ranking for this purpose are according to BIA's Market Rank data.

<sup>9</sup> Pegasus' Combined Ratio is defined as the ratio of the combined local market audience shares of the LMA stations to the local market share of the single largest station in that market.



Pegasus identified a total of 69 LMAs appearing to involve two stations with different network affiliations operating substantially in the same DMA (i.e., excluding satellite relationships and LMAs involving stations in separate DMAs). These 69 LMAs are located in 62 distinct DMAs. There are 7 DMAs with two LMAs in place and none with more than two. The DMAs involved range in size from Dallas-Fort Worth (#8 Market Rank) to Victoria (# 206 Market Rank). Of the 69 LMAs identified, only 11 are in the Tier 1 DMAs (Markets 1-25), 31 are in Tier 2 DMAs (Markets 26-66) and 27 are in the remaining Tier 3 DMAs. Furthermore, fully 45 (65%) of the LMAs are in DMAs 26-100. The significance of this result is discussed more fully below. Pegasus also found that, whereas 64% of the Tier 1 Market LMAs have a Combined Ratio exceeding 75%, this percentage declines to 52% of the Tier 2 markets and only 41% of the Tier 3 markets. The highest Combined Ratio is 135%, only 10 exceed 110%, and nearly all of those exceeding 100% are, predictably, brokered by NBC affiliates (which are already the largest stations in their markets). Interestingly, 3 of the 4 Combined Ratios exceeding 120% are found in DMAs below 133, presumably because of the extreme paucity of stations per market, driven by the equally small size of market revenue.

Of the 69 LMAs identified, only 3 involve VHF/VHF (V/V) relationships; 27 involve VHF/UHF (V/U) relationships; and 39 involve UHF/UHF (U/U) relationships; there were no UHF/VHF combinations. This is not, of course, a surprising result given both the relative scarcity of available VHF channels, especially in smaller markets, and the usual relative strength (due to both signal propagation and historical factors) of VHF stations in their respective markets. Similarly, there does not appear to be any significant correlation between the type of combination (V/V, V/U, or U/U) and the market size involved. However, as is also to be expected, there is indeed a notable

correlation of combination type to Combined Ratio: all three of the V/V LMAs demonstrate a Combined Ratio exceeding 50% (with one exceeding 75% and one exceeding 100%), and of the 27 V/U combinations all but 4 exhibit Combined Ratios exceeding 50% (12 had a Combined Ratio exceeding 100% and another 9 exceeding 75%); contrarily, of the 39 U/U combinations fully 19 had Combined Ratios of less than 50% and another 10 of less than 75%. Only 5 of the U/U combinations had a Combined Ratio that exceeded 100%.<sup>10</sup>

Pegasus was able to find some statement of purpose for 55 of the 69 LMAs identified.<sup>11</sup> Of these, 22 claimed to involve new construction, 11 claimed to involve the rescue of a financially distressed station, and 22 claimed to involve the significant upgrade of the programming for the brokered station (e.g., from a shopping channel or independent to a WB or UPN affiliate). There does not appear to be any correlation between stated purpose and Combined Ratio. However, there is a correlation to market size: 72% of the Tier 3 Market LMAs stating a purpose claim to involve either new construction or rescue of a financially distressed station; this drops to 58% of the Tier 2 claimants, and 40% for Tier 1 claimants.

The general conclusions suggested are as follows: 1) LMAs typically are being aggressively used in smaller markets by UHF stations seeking to improve the competitive balance in such markets. 2) Even when used by VHF stations in large markets, there is little, if any, evidence of LMAs being used in a way that could be judged as significantly anticompetitive. 3) The character of LMAs varies considerably as market size decreases. 4) LMAs have probably resulted in a

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<sup>10</sup> The evidence suggests that the Combined Ratio is almost entirely a function of the Brokering Station's share, and it would appear that LMAs are not entered into lightly – owners of strong stations do not submit to an LMA relationship.

<sup>11</sup> Pegasus has not undertaken an effort to individually verify these claims of purpose, and the results can therefore only be viewed as suggestive rather than authoritative.

substantial increase and/or enhancement of programming diversity and market competitiveness. The more particular analyses below of Brokering and Brokered Stations cement these conclusions.

## **II. Brokering Stations**

Of the 69 identified Brokering Stations, 25 are Fox affiliates, 19 are NBC affiliates, 11 are ABC affiliates, 9 are CBS affiliates and only 5 are others. As one might expect, 14 (74%) of the 19 LMAs brokered by NBC affiliates have Combined Ratios exceeding 100%, whereas 17 (68%) of the 25 LMAs brokered by Fox affiliates have a Combined Ratio of less than 50%. The ABC-affiliate and CBS-affiliate Brokered LMAs tend to fall in the middle Combined Ratio range. Also predictably, of the three V/V combinations, there are one each brokered by CBS, ABC and NBC affiliates, and none by a Fox affiliate; and only 4 of the 11 ABC-affiliate Brokered LMAs, 3 of the 9 CBS, and 7 of the 19 NBC are U/U combinations, whereas fully 21 of the 25 Fox-affiliate brokered combinations fall in this category. There does not appear to be any significant correlation between the affiliation of the Brokering Station and the market Tiers in which they occur.<sup>12</sup>

One group owner of Brokering Stations accounts for 10 distinct LMAs (7 of these are Fox affiliates); one other group owner accounts for 8 LMAs (4 are Fox affiliates); four group owners account for 4 LMAs each (one with 4 Fox affiliates,<sup>13</sup> one with 4 NBC affiliates, one with 3 NBC

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<sup>12</sup> The one exception is that 3 of the 5 LMAs brokered by stations affiliated with other than the top 4 networks are in Tier 1, and 2 are in Tier 2; but 2 of these 3 Tier 1 stations are owned by Paxson Communications, which is attempting to launch a new network.

<sup>13</sup> Pegasus Communications currently has 5 LMA agreements in place, one of which was initiated subsequent to the July 1997 LMA filings and is therefore not reflected in these figures. All 5 involve Fox affiliates as Brokering Stations and WB or UPN affiliated Brokered Stations, all 5 involve new construction of stations not previously on the air, and all 5 show a Combined Ratio under 50%.

affiliates and one with two NBC affiliates); 8 group owners are involved in 2 LMAs each (no notable affiliation trend); and the remaining 19 LMAs involve owners with single LMAs. Of those groups owning four or more Brokering Stations, 10 of those stations are NBC affiliates (8 of which show Combined Ratios exceeding 100%, but with the highest only 118%) and 16 are Fox affiliates (12 having Combined Ratio of less than 50%). There are only 4 ABC, 3 CBS and 1 WB affiliates involved in these larger groups, none with Combined Ratios exceeding 100% and only 3 exceeding 75%. Two 4-station group owners account between them for 7 of the NBC-affiliate brokered LMAs, which largely account for the larger proportion of NBC brokered LMAs relative to the other “big three” networks. The distribution of these group-owned Brokering Stations across market Tiers largely mirrors that of the LMAs as a whole.

It does not appear that the overall concentration of group ownership of LMAs departs significantly from group ownership of television stations in general. Similarly, the share trends identified are only to be expected in that they reflect the share of the Brokering Station, which is in turn reflective (at least in larger markets) of national network audience share trends. One statistic of interest here is that the number of Fox-affiliate brokered LMAs is such a high percentage of the total. This would appear to further substantiate the general (although certainly not definitive) tendency noted above for the use of LMAs primarily to enhance a relatively weak competitive position. The second statistic of interest is the relatively low typical Combined Ratio involved: even when the LMA is brokered by a leading station in the market, the overall impact on relative competitiveness does not generally appear to be decisive.

### **III. Brokered Stations**

The Brokered Station category presents much more significant results. Of the 69 Brokered Stations, 27 are UPN, 9 are WB, and 5 are combined UPN/WB – i.e., WB/UPN affiliates account for 60% of the total. Of the remainder, 7 are Fox, 2 are combined Fox/UPN, only 4 are ABC, 1 each are NBC and CBS, and 13 are Independent/Unknown-affiliation. As noted above, the Combined Ratio is largely a function of the share of the Brokering Station, rather than the Brokered Station, and there does not therefore appear to be any significant correlation of Brokered Station type to Combined Ratio. However, when the affiliations of Brokered Stations are allocated amongst Market Tiers, an even more significant result emerges: almost 50% of the Independent/Unknown-affiliation Brokered Stations are found in the Tier 1 group, but 60% of the WB- or UPN-affiliated Brokered Stations are in Tier 2, and all but 1 of the ABC, CBS, Fox and NBC stations are in Tier 3. Indeed, 38 (or 84%) of the WB- or UPN-affiliated Brokered Stations are found in DMAs 26-100: these also account for 84% of all of the LMAs in those DMAs, and apparently represent on the order of 40% to 50% of all of the full-power WB and UPN affiliates in those DMAs.

The Brokered Station group is more diverse in ownership than the Brokering Station group. There is one 5-station group, one 4-station group, four 2-station groups, and the remaining 52 appear to be singletons. As might be expected, the two large groups are associated with two of the larger brokering station groups.

### **IV. Conclusion**

Pegasus believes the conclusions to be drawn are clear. In Tier 1 markets, wherein the market economics are sufficient to launch a stand-alone station affiliated with a new network, LMAs are relatively rare to begin with, and typically involve Brokered Stations that are independent of

affiliation; it is probable that the LMA leads to an upgrade of the Brokered Station's programming and thereby adds somewhat to the programming diversity in the market, but there is little evidence that such LMAs significantly impact market competitiveness either positively or negatively – their effect is more at the margin. However, in smaller Tier 2 markets, many of which do not economically allow for the stand-alone launch of an affiliate of one of the new networks, LMAs appear to have played a decisive role in establishing a viable national presence for such new networks; and they have also enabled less competitive existing network affiliates (often a UHF Fox affiliate) to enhance their own competitive positions.<sup>14</sup> Pegasus suspects that, in these latter cases, the ultimate effect on market competitiveness will be more than marginal, and will be highly beneficial to viewers', programmers' and advertisers' choice. Finally, it would appear that in the smallest Tier 3 markets, LMAs are again used in a different way. There are no WB affiliates below DMA 100, and UPN affiliates are relatively rare. Fox affiliates are the relatively weak newcomers, and one or two well-established (typically VHF) major network affiliates tend to utterly dominate the market. In these last cases, LMAs are rare, and in those that do exist the LMA partner is not infrequently another top-four network affiliate.

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<sup>14</sup> Pegasus, in particular, has found such LMAs to be decisive in its ability to add news and other local programming to its smaller-market UHF Fox affiliates (as well as to the station being brokered). Pegasus expects this to be true of other owners in smaller markets.

## **Key**

“% Station Local Share” = Station’s percentage share of the DMA broadcast television market

“LMAs”: B = Brokering Station; L = Brokered Station; numbers 1 and 2 are used to indicate relationships in markets with multiple LMAs

“% LMA Comb. Share” = The combined share of the two stations in an LMA relationship as a percentage of the total DMA broadcast television market

“Combined Ratio” = The ratio of the Combined Share of the LMA stations to the share of the largest single station in the indicated DMA, expressed as a percentage of the denominator

“LMA Reason”: N = New Construction; R = Rescue of Financially Troubled Station; U = Upgrade of Programming

“Comb. Type”: V/V = VHF Broker, with VHF partner; V/U = VHF Broker with UHF Partner; U/U = UHF Broker with UHF Partner.

**EXHIBIT A**

**Master List of LMA Markets**



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Market Rank	Revenue Rank	Market Name	Gross Revenue	# VHF	# UHF	Stn. Ch.	Stn. Affil.	% Station Local Share	% LMA Share	Comb. Ratio	LMA Reason	Comb. Type	Station Owner
8	7	Dallas-Ft. Worth	\$ 464,000	4	11	8	ABC	22					Belo Corporation
8	7	Dallas-Ft. Worth	\$ 464,000	4	11	11	CBS	13					Gaylord Entertainment Company
8	7	Dallas-Ft. Worth	\$ 464,000	4	11	4	FOX	13	B1	17	77	U	Fox Television Stations Inc
8	7	Dallas-Ft. Worth	\$ 464,000	4	11	49	HSN	0					Silver King Communications Incorporated
8	7	Dallas-Ft. Worth	\$ 464,000	4	11	39	IND	5	L2				Christian Broadcasting Network
8	7	Dallas-Ft. Worth	\$ 464,000	4	11	27	IND	4	L1				Dallas Media Investors Corp
8	7	Dallas-Ft. Worth	\$ 464,000	4	11	58	IND	0					Trinity Broadcasting Network Inc
8	7	Dallas-Ft. Worth	\$ 464,000	4	11	55	IND	0					Johnson Broadcasting Incorporated
8	7	Dallas-Ft. Worth	\$ 464,000	4	11	29	IND	0					Lamb, Marcus D
8	7	Dallas-Ft. Worth	\$ 464,000	4	11	47	IND	0					Simons, Mike
8	7	Dallas-Ft. Worth	\$ 464,000	4	11	68	INF	0					Paxson Communications Corporation
8	7	Dallas-Ft. Worth	\$ 464,000	4	11	5	NBC	21	B2	26	118	R	NBC/GE
8	7	Dallas-Ft. Worth	\$ 464,000	4	11	52	TEL	0					HIC Bcst Partners
8	7	Dallas-Ft. Worth	\$ 464,000	4	11	23	UNI	3					Univision Television Group Incorporated
8	7	Dallas-Ft. Worth	\$ 464,000	4	11	21	UPN	9					Paramount Stations Group
8	7	Dallas-Ft. Worth	\$ 464,000	4	11	33	WB	10					Tribune Broadcasting Company
10	10	Atlanta	\$ 408,000	3	7	2	ABC	24					Cox Broadcasting.
10	10	Atlanta	\$ 408,000	3	7	46	CBS	12					Tribune Broadcasting Company
10	10	Atlanta	\$ 408,000	3	7	5	FOX	18					Fox Television Stations Inc
10	10	Atlanta	\$ 408,000	3	7	63	IND	0					Trinity Broadcasting Network Inc
10	10	Atlanta	\$ 408,000	3	7	34	INF	0	L1				Whitehead Media Incorporated
10	10	Atlanta	\$ 408,000	3	7	14	INF	0	B1	0	0	U	Paxson Communications Corporation
10	10	Atlanta	\$ 408,000	3	7	11	NBC	22					Gannett Company Incorporated
10	10	Atlanta	\$ 408,000	3	7	17	TBS	11					Time Warner Inc
10	10	Atlanta	\$ 408,000	3	7	69	UPN	4					Paramount Stations Group
10	10	Atlanta	\$ 408,000	3	7	36	WB	10					Qwest Broadcasting
12	14	Seattle-Tacoma	\$ 283,500	6	4	24		0					Paxson Communications Corporation
12	14	Seattle-Tacoma	\$ 283,500	6	4	51		0					African American Broadcasting Company S
12	14	Seattle-Tacoma	\$ 283,500	6	4	45		0					Northern Pacific International TV
12	14	Seattle-Tacoma	\$ 283,500	6	4	4	ABC	23					Fisher Broadcasting Inc
12	14	Seattle-Tacoma	\$ 283,500	6	4	7	CBS	14					Cox Broadcasting.
12	14	Seattle-Tacoma	\$ 283,500	6	4	27	DRK	0					Bingham Communications Group
12	14	Seattle-Tacoma	\$ 283,500	6	4	13	FOX	15					Kelly Broadcasting Co.
12	14	Seattle-Tacoma	\$ 283,500	6	4	12	IND	1					Ackerley Group
12	14	Seattle-Tacoma	\$ 283,500	6	4	33	IND	0					Paxson Communications Corporation
12	14	Seattle-Tacoma	\$ 283,500	6	4	16	IND	0	L1				Uecker, Susan, Rcvr
12	14	Seattle-Tacoma	\$ 283,500	6	4	20	IND	0					Trinity Broadcasting Network Inc
12	14	Seattle-Tacoma	\$ 283,500	6	4	5	NBC	31	B1	31	100	N	Belo Corporation
12	14	Seattle-Tacoma	\$ 283,500	6	4	11	UPN	12					Paramount Stations Group

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Market Rank	Revenue Rank	Market Name	Gross Revenue	# VHF	# UHF	Stn. Ch.	Stn. Affil.	% Station	% LMA				Comb. Type	Station Owner
								Local Share	Comb. Share	Comb. Ratio	LMA Reason			
12	14	Seattle-Tacoma	\$ 283,500	6	4	22	WB	4						Tribune Broadcasting Company
13	15	Cleveland	\$ 259,300	3	9	5	ABC	26						Scripps Howard Broadcasting
13	15	Cleveland	\$ 259,300	3	9	19	CBS	13	B1	26	96	U	U/U	Malrite Communications Group Inc
13	15	Cleveland	\$ 259,300	3	9	8	FOX	16						Fox Television Stations Inc
13	15	Cleveland	\$ 259,300	3	9	61	HSN	0						Silver King Communications Incorporated
13	15	Cleveland	\$ 259,300	3	9	17	IND	0						Trinity Broadcasting Network Inc
13	15	Cleveland	\$ 259,300	3	9	68	IND	0						Mid-State TV Inc
13	15	Cleveland	\$ 259,300	3	9	67	IND	0	L2					Shop At Home Incorporated
13	15	Cleveland	\$ 259,300	3	9	23	INF	2	B2	2	7	U	U/U	Paxson Communications Corporation
13	15	Cleveland	\$ 259,300	3	9	3	NBC	27						Gannett Company Incorporated
13	15	Cleveland	\$ 259,300	3	9	52	REL	0						Christian Faith Broadcasting
13	15	Cleveland	\$ 259,300	3	9	43	UPN	13	L1					Cannell Cleveland LP
13	15	Cleveland	\$ 259,300	3	9	55	WB	4						Winston Broadcasting, Inc.
17	13	Phoenix	\$ 302,300	8	5	51		0						Paxson Communications Corporation
17	13	Phoenix	\$ 302,300	8	5	4		0						Spain, Frank & Family
17	13	Phoenix	\$ 302,300	8	5	34		0						Meridian Communications Co
17	13	Phoenix	\$ 302,300	8	5	15	ABC	14						Scripps Howard Broadcasting
17	13	Phoenix	\$ 302,300	8	5	5	CBS	14						Meredith Corp
17	13	Phoenix	\$ 302,300	8	5	10	FOX	12						Fox Television Stations Inc
17	13	Phoenix	\$ 302,300	8	5	3	IND	15	B1	20	77	N	V/U	Media America Corporation
17	13	Phoenix	\$ 302,300	8	5	7	IND	0						KUSK Inc.
17	13	Phoenix	\$ 302,300	8	5	13	INF	0						Paxson Communications Corporation
17	13	Phoenix	\$ 302,300	8	5	12	NBC	26						Gannett Company Incorporated
17	13	Phoenix	\$ 302,300	8	5	2	NBC	0						Gannett Company Incorporated
17	13	Phoenix	\$ 302,300	8	5	21	REL	0						Trinity Broadcasting Network Inc
17	13	Phoenix	\$ 302,300	8	5	33	UNI	4						Univision Television Group Incorporated
17	13	Phoenix	\$ 302,300	8	5	45	UPN	10						United Television Incorporated
17	13	Phoenix	\$ 302,300	8	5	61	WB	5	L1					Brooks Broadcasting LLC
17	13	Phoenix	\$ 302,300	8	5	6	WB	0						Gannett Company Incorporated
19	21	Pittsburgh	\$ 203,900	3	3	4	ABC	27						Hearst-Argyle TV Incorporated
19	21	Pittsburgh	\$ 203,900	3	3	2	CBS	26						CBS Station Group
19	21	Pittsburgh	\$ 203,900	3	3	53	FOX	12	B1	17	55	U	U/U	Sinclair Communications Incorporated
19	21	Pittsburgh	\$ 203,900	3	3	11	NBC	31						Cox Broadcasting.
19	21	Pittsburgh	\$ 203,900	3	3	40	REL	0						Paxson Communications Corporation
19	21	Pittsburgh	\$ 203,900	3	3	22	UPN	5	L1					Glencairn Ltd
20	23	Sacramento-Stockton-Modesto	\$ 194,100	3	6	10	ABC	19						Belo Corporation
20	23	Sacramento-Stockton-Modesto	\$ 194,100	3	6	13	CBS	15						Sinclair Communications Incorporated

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Market	Revenue	Market	Gross	#	#	Stn.	Stn.	%	% LMA			LMA	Comb.	Station
								Local	Comb.	Comb.	Share			
Rank	Rank	Name	Revenue	VHF	UHF	Ch.	Affil.	Share	LMA	Share	Ratio	Reason	Type	Owner
20	23	Sacramento-Stockton-Modesto	\$ 194,100	3	6	40	FOX	14						Tribune Broadcasting Company
20	23	Sacramento-Stockton-Modesto	\$ 194,100	3	6	64	IND	0						Family Stations Inc
20	23	Sacramento-Stockton-Modesto	\$ 194,100	3	6	29	INF	0						Paxson Communications Corporation
20	23	Sacramento-Stockton-Modesto	\$ 194,100	3	6	3	NBC	36	B1	43	119	U	V/U	Kelly Broadcasting Co.
20	23	Sacramento-Stockton-Modesto	\$ 194,100	3	6	19	UNI	1						Univision Television Group Incorporated
20	23	Sacramento-Stockton-Modesto	\$ 194,100	3	6	31	UPN	9						Paramount Stations Group
20	23	Sacramento-Stockton-Modesto	\$ 194,100	3	6	58	UPN	7	L1					Channel 58 Inc
22	20	Orlando-Daytona Beach-Melbourn	\$ 213,600	3	9	45		0						Good Life Broadcasting Incorporated
22	20	Orlando-Daytona Beach-Melbourn	\$ 213,600	3	9	9	ABC	27	B1	27	93	N	V/U	Cox Broadcasting.
22	20	Orlando-Daytona Beach-Melbourn	\$ 213,600	3	9	6	CBS	17						Post-Newsweek Stations Inc
22	20	Orlando-Daytona Beach-Melbourn	\$ 213,600	3	9	27	DRK	0	L1					Reece Associates Ltd
22	20	Orlando-Daytona Beach-Melbourn	\$ 213,600	3	9	35	FOX	14						The WOFL/WOGX Trust
22	20	Orlando-Daytona Beach-Melbourn	\$ 213,600	3	9	43	IND	0						Blackstar Communications Inc
22	20	Orlando-Daytona Beach-Melbourn	\$ 213,600	3	9	26	IND	0						Florida Media Broadcasters Inc
22	20	Orlando-Daytona Beach-Melbourn	\$ 213,600	3	9	52	IND	0						Good Life Broadcasting Incorporated
22	20	Orlando-Daytona Beach-Melbourn	\$ 213,600	3	9	56	INF	0						Paxson Communications Corporation
22	20	Orlando-Daytona Beach-Melbourn	\$ 213,600	3	9	2	NBC	29						Pulitzer Broadcasting Co.
22	20	Orlando-Daytona Beach-Melbourn	\$ 213,600	3	9	55	REL	0						Associated Christian Television System
22	20	Orlando-Daytona Beach-Melbourn	\$ 213,600	3	9	65	UPN	3						United Television Incorporated
22	20	Orlando-Daytona Beach-Melbourn	\$ 213,600	3	9	18	WB	10						Press Communications LLC
23	24	Baltimore	\$ 185,600	3	3	2	ABC	20						Scripps Howard Broadcasting
23	24	Baltimore	\$ 185,600	3	3	13	CBS	27						CBS Station Group
23	24	Baltimore	\$ 185,600	3	3	45	FOX	13	B1	22	71		U/U	Sinclair Communications Incorporated
23	24	Baltimore	\$ 185,600	3	3	24	HSN	0						United Television Incorporated
23	24	Baltimore	\$ 185,600	3	3	11	NBC	31						Hearst-Argyle TV Incorporated
23	24	Baltimore	\$ 185,600	3	3	54	UPN	9	L1					Glencairn Ltd
27	27	Hartford-New Haven	\$ 156,700	2	6	8	ABC	25	B2	26	93	N	V/U	LIN Television Corporation
27	27	Hartford-New Haven	\$ 156,700	2	6	3	CBS	28						Meredith Corp
27	27	Hartford-New Haven	\$ 156,700	2	6	18	DRK	0						Hoffman, Martin, Trs
27	27	Hartford-New Haven	\$ 156,700	2	6	61	FOX	15						Tribune Broadcasting Company
27	27	Hartford-New Haven	\$ 156,700	2	6	26	INF	0						Roberts Broadcasting Companies
27	27	Hartford-New Haven	\$ 156,700	2	6	30	NBC	27	B1	31	111	U	U/U	NBC/GE
27	27	Hartford-New Haven	\$ 156,700	2	6	20	UPN	4	L1					Counterpoint Communications
27	27	Hartford-New Haven	\$ 156,700	2	6	59	WB	1	L2					K-W Television
28	31	Charlotte	\$ 146,900	2	6	9	ABC	27						Cox Broadcasting.
28	31	Charlotte	\$ 146,900	2	6	3	CBS	29						Jefferson-Pilot Communications Company
28	31	Charlotte	\$ 146,900	2	6	18	FOX	11						Bahakel Communications Limited

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Market	Revenue	Market	Gross	#	#	Stn.	Stn.	%	%							
Rank	Rank	Name	Revenue	VHF	UHF	Ch.	Affil.	Local	Station	Comb.	Comb.	LMA	Comb.	Station		
								Share	LMA	Share	Ratio	Reason	Type	Owner		
28	31	Charlotte	\$ 146,900	2	6	64	IND	0						Kannapolis TV Co		
28	31	Charlotte	\$ 146,900	2	6	14	IND	0						Long Family Partnership		
28	31	Charlotte	\$ 146,900	2	6	36	NBC	18						Belo Corporation		
28	31	Charlotte	\$ 146,900	2	6	46	UPN	10	B1	15	52	N	U/U	Capitol Broadcasting Company		
28	31	Charlotte	\$ 146,900	2	6	55	WB	5	L1					Roxboro Broadcasting Company		
29	36	Raleigh-Durham	\$ 126,800	2	8	11	ABC	31						ABC Inc		
29	36	Raleigh-Durham	\$ 126,800	2	8	11	ABC	31						ABC Inc		
29	36	Raleigh-Durham	\$ 126,800	2	8	5	CBS	35	B1	38	109	N	V/U	Capitol Broadcasting Company		
29	36	Raleigh-Durham	\$ 126,800	2	8	5	CBS	35						Capitol Broadcasting Company		
29	36	Raleigh-Durham	\$ 126,800	2	8	22	FOX	11	B2	16	46		U/U	Sinclair Communications Incorporated		
29	36	Raleigh-Durham	\$ 126,800	2	8	62	FOX	0						Paxson Communications Corporation		
29	36	Raleigh-Durham	\$ 126,800	2	8	22	FOX	11						Sinclair Communications Incorporated		
29	36	Raleigh-Durham	\$ 126,800	2	8	62	FOX	0						Paxson Communications Corporation		
29	36	Raleigh-Durham	\$ 126,800	2	8	40	IND	2						Bahakel Communications Limited		
29	36	Raleigh-Durham	\$ 126,800	2	8	30	IND	0						Shop At Home Incorporated		
29	36	Raleigh-Durham	\$ 126,800	2	8	47	IND	0						DP Media Incorporated		
29	36	Raleigh-Durham	\$ 126,800	2	8	40	IND	2						Bahakel Communications Limited		
29	36	Raleigh-Durham	\$ 126,800	2	8	30	IND	0						Shop At Home Incorporated		
29	36	Raleigh-Durham	\$ 126,800	2	8	47	IND	0						DP Media Incorporated		
29	36	Raleigh-Durham	\$ 126,800	2	8	17	NBC	13						NBC/GE		
29	36	Raleigh-Durham	\$ 126,800	2	8	17	NBC	13						NBC/GE		
29	36	Raleigh-Durham	\$ 126,800	2	8	28	UPN	5	L2					Glencairn Ltd		
29	36	Raleigh-Durham	\$ 126,800	2	8	28	UPN	5						Glencairn Ltd		
29	36	Raleigh-Durham	\$ 126,800	2	8	50	WB	3	L1					Carolina Broadcasting System		
29	36	Raleigh-Durham	\$ 126,800	2	8	50	WB	3						Carolina Broadcasting System		
31	30	Kansas City	\$ 149,800	3	5	9	ABC	27	B1	27	100	U	V/U	Hearst-Argyle TV Incorporated		
31	30	Kansas City	\$ 149,800	3	5	5	CBS	26						Meredith Corp		
31	30	Kansas City	\$ 149,800	3	5	4	FOX	18						Fox Television Stations Inc		
31	30	Kansas City	\$ 149,800	3	5	38	IND	0	L2					Miller Broadcasting Inc		
31	30	Kansas City	\$ 149,800	3	5	50	IND	0						Paxson Communications Corporation		
31	30	Kansas City	\$ 149,800	3	5	41	NBC	19	B2	19	70	N	U/U	Scripps Howard Broadcasting		
31	30	Kansas City	\$ 149,800	3	5	62	UPN, FOX	11						Sinclair Communications Incorporated		
31	30	Kansas City	\$ 149,800	3	5	29	WB	0	L1					T.V. 29 Inc		
33	34	Nashville	\$ 136,000	3	7	2	ABC	19						Young Broadcasting Inc		
33	34	Nashville	\$ 136,000	3	7	5	CBS	30						Landmark Communications Inc		
33	34	Nashville	\$ 136,000	3	7	17	FOX	11	B1	16	46	R	U/U	Sinclair Communications Incorporated		
33	34	Nashville	\$ 136,000	3	7	39	IND	0						Christian TV Network		
33	34	Nashville	\$ 136,000	3	7	66	IND	0						Bryant Communications Inc		

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Market	Revenue	Market	Gross	#	#	Stn.	Stn.	%	%							
Rank	Rank	Name	Revenue	VHF	UHF	Ch.	Affil.	Local	LMA	Share	Comb.	Comb.	LMA	Comb.	Station	Owner
33	34	Nashville	\$ 136,000	3	7	28	IND	0							Paxson Communications Corporation	
33	34	Nashville	\$ 136,000	3	7	50	IND	0							All-American TV, Inc	
33	34	Nashville	\$ 136,000	3	7	4	NBC	35							Meredith Corp	
33	34	Nashville	\$ 136,000	3	7	30	UPN	5	L1						Smith, David S.	
33	34	Nashville	\$ 136,000	3	7	58	WB	0							Speer Communications Holdings LP	
34	26	Columbus, OH	\$ 162,200	3	3	6	ABC	20							River City Broadcasting	
34	26	Columbus, OH	\$ 162,200	3	3	10	CBS	33							Dispatch Broadcast Group	
34	26	Columbus, OH	\$ 162,200	3	3	28	FOX	10							Sinclair Communications Incorporated	
34	26	Columbus, OH	\$ 162,200	3	3	4	NBC	33	B1	37	112	R	V/U		NBC/GE	
34	26	Columbus, OH	\$ 162,200	3	3	51	REL	0							Christian TV of Ohio Inc	
34	26	Columbus, OH	\$ 162,200	3	3	53	UPN, WB	4	L1						Paramount Stations Group	
35	48	Greenville-Spartanburg-Ashevil	\$ 88,400	3	5	13	ABC	22							Sinclair Communications Incorporated	
35	48	Greenville-Spartanburg-Ashevil	\$ 88,400	3	5	7	CBS	29	B1	29	85	R	V/U		Spartan Communications Incorporated	
35	48	Greenville-Spartanburg-Ashevil	\$ 88,400	3	5	32	CBS	0							Spartan Communications Incorporated	
35	48	Greenville-Spartanburg-Ashevil	\$ 88,400	3	5	21	FOX	13							Meredith Corp	
35	48	Greenville-Spartanburg-Ashevil	\$ 88,400	3	5	40	IND	2							Sinclair Communications Incorporated	
35	48	Greenville-Spartanburg-Ashevil	\$ 88,400	3	5	16	IND	0							Carolina Christian Broadcasting Incorpo	
35	48	Greenville-Spartanburg-Ashevil	\$ 88,400	3	5	4	NBC	34							Pulitzer Broadcasting Co.	
35	48	Greenville-Spartanburg-Ashevil	\$ 88,400	3	5	62	WB, UPN	0	L1						Pappas Telecasting Companies	
37	46	Grand Rapids-Kalamazoo-Battle	\$ 88,900	3	4	13	ABC	21							Gannett Company Incorporated	
37	46	Grand Rapids-Kalamazoo-Battle	\$ 88,900	3	4	41	ABC	6	L1						Channel 41 Inc	
37	46	Grand Rapids-Kalamazoo-Battle	\$ 88,900	3	4	3	CBS	27							Freedom Communications Incorporated	
37	46	Grand Rapids-Kalamazoo-Battle	\$ 88,900	3	4	17	FOX	13							Tribune Broadcasting Company	
37	46	Grand Rapids-Kalamazoo-Battle	\$ 88,900	3	4	43	INF	0							DP Media Incorporated	
37	46	Grand Rapids-Kalamazoo-Battle	\$ 88,900	3	4	8	NBC	33	B1	39	118	R	V/U		LIN Television Corporation	
37	46	Grand Rapids-Kalamazoo-Battle	\$ 88,900	3	4	54	REL	0							Tri-State Christian TV Inc	
37	46	Grand Rapids-Kalamazoo-Battle	\$ 88,900	3	4	64	WB	0							Christian Faith Broadcasting	
38	37	San Antonio	\$ 122,000	3	5	12	ABC	20							Post-Newsweek Stations Inc	
38	37	San Antonio	\$ 122,000	3	5	5	CBS	18							Belo Corporation	
38	37	San Antonio	\$ 122,000	3	5	29	FOX	14	B1	23	88	U	U/U		Sinclair Communications Incorporated	
38	37	San Antonio	\$ 122,000	3	5	10	IND	0							Faith Pleases God Church Corporation	
38	37	San Antonio	\$ 122,000	3	5	16	IND	0							Wheeler, Juan, Jr	
38	37	San Antonio	\$ 122,000	3	5	4	NBC	26							United Television Incorporated	
38	37	San Antonio	\$ 122,000	3	5	60	TEL	3							Sony Corporation	
38	37	San Antonio	\$ 122,000	3	5	41	UNI	10							Univision Television Group Incorporated	
38	37	San Antonio	\$ 122,000	3	5	35	UPN	9	L1						Glencairn Ltd	

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LMA  
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Market	Revenue	Market	Gross	#	#	Stn.	Stn.	%	%							
Rank	Rank	Name	Revenue	VHF	UHF	Ch.	Affil.	Local	LMA	Share	Comb.	Comb.	LMA	Comb.	Station	Owner
								Share	Share	Ratio	Reason	Type				
39	44	Norfolk-Portsmouth-Newport New	\$ 92,300	3	5	13	ABC	26							Belo Corporation	
39	44	Norfolk-Portsmouth-Newport New	\$ 92,300	3	5	3	CBS	27							New York Times Company	
39	44	Norfolk-Portsmouth-Newport New	\$ 92,300	3	5	33	FOX	10							Sinclair Communications Incorporated	
39	44	Norfolk-Portsmouth-Newport New	\$ 92,300	3	5	68	IND	0							Lockwood Broadcasting	
39	44	Norfolk-Portsmouth-Newport New	\$ 92,300	3	5	49	INF	0							Paxson Communications Corporation	
39	44	Norfolk-Portsmouth-Newport New	\$ 92,300	3	5	10	NBC	29	B1	32	110	U	V/U		LIN Television Corporation	
39	44	Norfolk-Portsmouth-Newport New	\$ 92,300	3	5	27	UPN	7							Paramount Stations Group	
39	44	Norfolk-Portsmouth-Newport New	\$ 92,300	3	5	43	WB	3	L1						Entravision Holdings LLC	
42	43	Memphis	\$ 96,000	3	4	24	ABC	12	B1	20	54	U	U/U		Clear Channel Television Inc	
42	43	Memphis	\$ 96,000	3	4	3	CBS	27							New York Times Company	
42	43	Memphis	\$ 96,000	3	4	13	FOX	16							Fox Television Stations Inc	
42	43	Memphis	\$ 96,000	3	4	50	HSN	0							Flinn Broadcasting Corporation	
42	43	Memphis	\$ 96,000	3	4	40	IND	0							All-American TV, Inc	
42	43	Memphis	\$ 96,000	3	4	5	NBC	37							Raycom Media Inc	
42	43	Memphis	\$ 96,000	3	4	30	UPN	8	L1						TV Marketing Group	
45	51	Harrisburg-Lancaster-Lebanon-Y	\$ 80,900	1	6	27	ABC	22							Allbritton Communications Company	
45	51	Harrisburg-Lancaster-Lebanon-Y	\$ 80,900	1	6	21	CBS	19	B1	23	53	U	U/U		Clear Channel Television Inc	
45	51	Harrisburg-Lancaster-Lebanon-Y	\$ 80,900	1	6	43	FOX	12							Tribune Broadcasting Company	
45	51	Harrisburg-Lancaster-Lebanon-Y	\$ 80,900	1	6	49	IND	0							Norris, John & Famly	
45	51	Harrisburg-Lancaster-Lebanon-Y	\$ 80,900	1	6	51	IND	0							Reading Broadcasting	
45	51	Harrisburg-Lancaster-Lebanon-Y	\$ 80,900	1	6	8	NBC	43							Pulitzer Broadcasting Co.	
45	51	Harrisburg-Lancaster-Lebanon-Y	\$ 80,900	1	6	15	UPN	4	L1						Gateway Communications	
46	56	Greensboro-High Point-Winston	\$ 71,200	3	4	45	ABC	15	B1	15	39		U/U		Sinclair Communications Incorporated	
46	56	Greensboro-High Point-Winston	\$ 71,200	3	4	2	CBS	38							Gannett Company Incorporated	
46	56	Greensboro-High Point-Winston	\$ 71,200	3	4	8	FOX	18							Fox Television Stations Inc	
46	56	Greensboro-High Point-Winston	\$ 71,200	3	4	61	IND	0							Tri-State Christian TV Inc	
46	56	Greensboro-High Point-Winston	\$ 71,200	3	4	16	INF	0							Paxson Communications Corporation	
46	56	Greensboro-High Point-Winston	\$ 71,200	3	4	12	NBC	30							Pulitzer Broadcasting Co.	
46	56	Greensboro-High Point-Winston	\$ 71,200	3	4	48	UPN	0	L1						Smith, David S.	
46	56	Greensboro-High Point-Winston	\$ 71,200	3	4	20	WB	0							Pappas Telecasting Companies	
47	80	Wilkes Barre-Scranton	\$ 46,500	0	4	64		0							Paxson Communications Corporation	
47	80	Wilkes Barre-Scranton	\$ 46,500	0	4	16	ABC	35							New York Times Company	
47	80	Wilkes Barre-Scranton	\$ 46,500	0	4	22	CBS	23							Smith, David S.	
47	80	Wilkes Barre-Scranton	\$ 46,500	0	4	38	FOX	9	L1						Pegasus Communications Corporation	
47	80	Wilkes Barre-Scranton	\$ 46,500	0	4	53	FOX	0							Pegasus Communications Corporation	
47	80	Wilkes Barre-Scranton	\$ 46,500	0	4	56	FOX	0	B1	9	26	N	U/U		Pegasus Communications Corporation	
47	80	Wilkes Barre-Scranton	\$ 46,500	0	4	28	NBC	33							Nexstar Broadcasting Group, L.P.	

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Market Rank	Revenue Rank	Market Name	Gross Revenue	# VHF	# UHF	Stn. Ch.	Stn. Affil.	% Station	% LMA			LMA Reason	Comb. Type	Station Owner
								Local Share	Comb. Share	Comb. Ratio				
48	50	Albuquerque-Santa Fe	\$ 82,500	5	5	19		0						Acme Television LLC
48	50	Albuquerque-Santa Fe	\$ 82,500	5	5	7	ABC	29						Pulitzer Broadcasting Co.
48	50	Albuquerque-Santa Fe	\$ 82,500	5	5	6	ABC	0						Pulitzer Broadcasting Co.
48	50	Albuquerque-Santa Fe	\$ 82,500	5	5	3	ABC	0						Pulitzer Broadcasting Co.
48	50	Albuquerque-Santa Fe	\$ 82,500	5	5	10	ABC	0						Pulitzer Broadcasting Co.
48	50	Albuquerque-Santa Fe	\$ 82,500	5	5	13	CBS	22	B1	24	75	N	V/U	Lee Enterprises, Inc
48	50	Albuquerque-Santa Fe	\$ 82,500	5	5	10	CBS	0						Lee Enterprises, Inc
48	50	Albuquerque-Santa Fe	\$ 82,500	5	5	6	CBS	0						Lee Enterprises, Inc
48	50	Albuquerque-Santa Fe	\$ 82,500	5	5	2	FOX	12						Belo Corporation
48	50	Albuquerque-Santa Fe	\$ 82,500	5	5	27	IND	0						Prime Time Christian Broadcasting Inc
48	50	Albuquerque-Santa Fe	\$ 82,500	5	5	4	NBC	32						Hubbard Broadcasting Inc
48	50	Albuquerque-Santa Fe	\$ 82,500	5	5	12	NBC	0						Hubbard Broadcasting Inc
48	50	Albuquerque-Santa Fe	\$ 82,500	5	5	8	NBC	0						Hubbard Broadcasting Inc
48	50	Albuquerque-Santa Fe	\$ 82,500	5	5	11	REL	0						Son Broadcasting Inc
48	50	Albuquerque-Santa Fe	\$ 82,500	5	5	23	REL	0						All-American TV, Inc
48	50	Albuquerque-Santa Fe	\$ 82,500	5	5	41	UNI	3						Univision Television Group Incorporated
48	50	Albuquerque-Santa Fe	\$ 82,500	5	5	50	UPN	2	L1					Ramar Communications Inc
48	50	Albuquerque-Santa Fe	\$ 82,500	5	5	29	UPN	0						Ramar Communications Inc
49	55	Providence-New Bedford	\$ 75,200	3	2	6	ABC	17						Freedom Communications Incorporated
49	55	Providence-New Bedford	\$ 75,200	3	2	12	CBS	25	B2	32	63	U	V/U	Clear Channel Television Inc
49	55	Providence-New Bedford	\$ 75,200	3	2	64	FOX	7	L2					STC Broadcasting Incorporated
49	55	Providence-New Bedford	\$ 75,200	3	2	69	INF	0						Offshore Broadcasting
49	55	Providence-New Bedford	\$ 75,200	3	2	10	NBC	51	B1	51	100	N	V/U	NBC/GE
49	55	Providence-New Bedford	\$ 75,200	3	2	28	WB ,UPN	0	L1					NB-Mass Holding Company
50	45	Louisville	\$ 91,000	2	4	11	ABC	28						Belo Corporation
50	45	Louisville	\$ 91,000	2	4	32	CBS	25						Pulitzer Broadcasting Co.
50	45	Louisville	\$ 91,000	2	4	41	FOX	13	B1	18	62	N	U/U	Blade Communications Inc
50	45	Louisville	\$ 91,000	2	4	3	NBC	29						Cosmos Broadcasting Corp
50	45	Louisville	\$ 91,000	2	4	58	UPN	5	L1					Greater Louisville TV
50	45	Louisville	\$ 91,000	2	4	21	WB	0						Word Broadcasting
51	49	Birmingham	\$ 87,300	2	4	58	ABC	0						Allbritton Communications Company
51	49	Birmingham	\$ 87,300	2	4	42	CBS	12						Media General Broadcast Group
51	49	Birmingham	\$ 87,300	2	4	6	FOX	40						Fox Television Stations Inc
51	49	Birmingham	\$ 87,300	2	4	13	NBC	32						NBC/GE
51	49	Birmingham	\$ 87,300	2	4	68	UPN	4	L1					Glencairn Ltd
51	49	Birmingham	\$ 87,300	2	4	21	WB	12	B1	16	40		U/U	Sinclair Communications Incorporated

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Market	Revenue	Market	Gross	#	#	Stn.	Stn.	Station	%	%	LMA	Comb.	Comb.	LMA	Comb.	Station
Rank	Rank	Name	Revenue	VHF	UHF	Ch.	Affil.	Share	LMA	Share	Ratio	Reason	Type			Owner
54	47	Jacksonville	\$ 88,500	2	4	21	ABC	0								Coastal Com Inc
54	47	Jacksonville	\$ 88,500	2	4	25	ABC	0								Allbritton Communications Company
54	47	Jacksonville	\$ 88,500	2	4	4	CBS	37								Post-Newsweek Stations Inc
54	47	Jacksonville	\$ 88,500	2	4	30	FOX	13	B1	18	49	R	U/U			Clear Channel Television Inc
54	47	Jacksonville	\$ 88,500	2	4	12	NBC	30								Gannett Company Incorporated
54	47	Jacksonville	\$ 88,500	2	4	47	UPN	5	L1							Mercury Broadcasting Company Inc
54	47	Jacksonville	\$ 88,500	2	4	17	WB	14								Media General Broadcast Group
55	59	Fresno-Visalia	\$ 66,600	0	10	30	ABC	22								ABC Inc
55	59	Fresno-Visalia	\$ 66,600	0	10	47	CBS	14								Retlaw Enterprises Incorporated
55	59	Fresno-Visalia	\$ 66,600	0	10	26	FOX	20								Pappas Telecasting Companies
55	59	Fresno-Visalia	\$ 66,600	0	10	61	IND	0								Paxson Communications Corporation
55	59	Fresno-Visalia	\$ 66,600	0	10	43	INF	0	L1							Cocola Broadcasting Companies
55	59	Fresno-Visalia	\$ 66,600	0	10	24	NBC	26	B1	26	100		U/U			Granite Broadcasting Corporation
55	59	Fresno-Visalia	\$ 66,600	0	10	59	TEL	1								Sanger Telecasters Inc
55	59	Fresno-Visalia	\$ 66,600	0	10	21	UNI	14								Univision Television Group Incorporated
55	59	Fresno-Visalia	\$ 66,600	0	10	53	UPN	2								Williams, A, et al
55	59	Fresno-Visalia	\$ 66,600	0	10	51	WB	0								Sainte Partners II L.P.
56	60	Little Rock-Pine Bluff	\$ 66,100	3	4	42		0								Paxson Communications Corporation
56	60	Little Rock-Pine Bluff	\$ 66,100	3	4	7	ABC	34								Allbritton Communications Company
56	60	Little Rock-Pine Bluff	\$ 66,100	3	4	11	CBS	23								Gannett Company Incorporated
56	60	Little Rock-Pine Bluff	\$ 66,100	3	4	16	FOX	11	B1	14	41	U	U/U			Clear Channel Television Inc
56	60	Little Rock-Pine Bluff	\$ 66,100	3	4	4	NBC	29								Morris Network Inc
56	60	Little Rock-Pine Bluff	\$ 66,100	3	4	26	REL	0								Agape Church Inc
56	60	Little Rock-Pine Bluff	\$ 66,100	3	4	25	REL	0								Agape Church Inc
56	60	Little Rock-Pine Bluff	\$ 66,100	3	4	38	UPN	3	L1							Mercury Broadcasting Company Inc
58	57	Tulsa	\$ 71,100	3	4	44		0								Paxson Communications Corporation
58	57	Tulsa	\$ 71,100	3	4	8	ABC	28								Allbritton Communications Company
58	57	Tulsa	\$ 71,100	3	4	6	CBS	29								Belo Corporation
58	57	Tulsa	\$ 71,100	3	4	23	FOX	13	B1	17	59	R	U/U			Clear Channel Television Inc
58	57	Tulsa	\$ 71,100	3	4	53	IND	0								University Broadcasting Inc
58	57	Tulsa	\$ 71,100	3	4	2	NBC	26								Scripps Howard Broadcasting
58	57	Tulsa	\$ 71,100	3	4	17	REL	0								All-American TV, Inc
58	57	Tulsa	\$ 71,100	3	4	41	UPN	4	L1							Mercury Broadcasting Company Inc
58	57	Tulsa	\$ 71,100	3	4	47	WB	0								LeSea Broadcasting Inc
60	53	Austin, TX	\$ 76,300	2	4	24	ABC	25								Gannett Company Incorporated
60	53	Austin, TX	\$ 76,300	2	4	42	CBS	24								Granite Broadcasting Corporation
60	53	Austin, TX	\$ 76,300	2	4	7	FOX	17								Fox Television Stations Inc



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Market	Revenue	Market Name					% Station		% LMA			LMA	Comb.	Station Owner
			Gross Revenue	# VHF	# UHF	Stn. Ch.	Stn. Affil.	Local Share	LMA Share	Comb. Ratio	Comb.			
60	53	Austin, TX	\$ 76,300	2	4	13	IND	0						Fox Television Stations Inc
60	53	Austin, TX	\$ 76,300	2	4	36	NBC	29	B1	34	117	N	U/U	LIN Television Corporation
60	53	Austin, TX	\$ 76,300	2	4	14	NBC	0						LIN Television Corporation
60	53	Austin, TX	\$ 76,300	2	4	54	WB	5	L1					54 Broadcasting Inc
62	64	Mobile-Pensacola	\$ 59,800	3	6	58		0						Ross, C & Sharp, H J
62	64	Mobile-Pensacola	\$ 59,800	3	6	3	ABC	26	B1	26	90	U	V/U	Sinclair Communications Incorporated
62	64	Mobile-Pensacola	\$ 59,800	3	6	5	CBS	29						Spartan Communications Incorporated
62	64	Mobile-Pensacola	\$ 59,800	3	6	10	FOX	21						Silver King Communications Incorporated
62	64	Mobile-Pensacola	\$ 59,800	3	6	53	IND	0						Franklin Media, Inc.
62	64	Mobile-Pensacola	\$ 59,800	3	6	15	NBC	19	B2	24	83	U	U/U	Clear Channel Television Inc
62	64	Mobile-Pensacola	\$ 59,800	3	6	21	REL	1						All-American TV, Inc
62	64	Mobile-Pensacola	\$ 59,800	3	6	33	REL	0						Christian TV Network
62	64	Mobile-Pensacola	\$ 59,800	3	6	44	UPN	5	L2					Mercury Broadcasting Company Inc
62	64	Mobile-Pensacola	\$ 59,800	3	6	35	WB	0	L1					Television Fit for Life Inc
65	67	Wichita - Hutchinson	\$ 54,200	3	1	33		0	L1					Turner Communications Incorporated
65	67	Wichita - Hutchinson	\$ 54,200	3	1	10	ABC	21						Chronicle Broadcasting Company
65	67	Wichita - Hutchinson	\$ 54,200	3	1	4	ABC	0						Chronicle Broadcasting Company
65	67	Wichita - Hutchinson	\$ 54,200	3	1	13	ABC	0						Chronicle Broadcasting Company
65	67	Wichita - Hutchinson	\$ 54,200	3	1	12	CBS	36						Spartan Communications Incorporated
65	67	Wichita - Hutchinson	\$ 54,200	3	1	6	CBS	0						Spartan Communications Incorporated
65	67	Wichita - Hutchinson	\$ 54,200	3	1	7	CBS	0						Spartan Communications Incorporated
65	67	Wichita - Hutchinson	\$ 54,200	3	1	10	CBS	0						Spartan Communications Incorporated
65	67	Wichita - Hutchinson	\$ 54,200	3	1	24	FOX	10	B1	10	28	N	U/U	Clear Channel Television Inc
65	67	Wichita - Hutchinson	\$ 54,200	3	1	18	FOX	0						Clear Channel Television Inc
65	67	Wichita - Hutchinson	\$ 54,200	3	1	3	NBC	33						Lee Enterprises, Inc
65	67	Wichita - Hutchinson	\$ 54,200	3	1	2	NBC	0						Lee Enterprises, Inc
65	67	Wichita - Hutchinson	\$ 54,200	3	1	11	NBC	0						Lee Enterprises, Inc
65	67	Wichita - Hutchinson	\$ 54,200	3	1	8	NBC	0						Lee Enterprises, Inc
70	74	Green Bay-Appleton	\$ 49,800	3	3	68		0						Pappas Telecasting Companies
70	74	Green Bay-Appleton	\$ 49,800	3	3	2	ABC	26						Young Broadcasting Inc
70	74	Green Bay-Appleton	\$ 49,800	3	3	5	CBS	32						CBS Station Group
70	74	Green Bay-Appleton	\$ 49,800	3	3	11	FOX	13						Silver King Communications Incorporated
70	74	Green Bay-Appleton	\$ 49,800	3	3	26	NBC	23	B1	28	88	R	U/U	Aries Telecom Corporation
70	74	Green Bay-Appleton	\$ 49,800	3	3	14	REL	0						Paxson Communications Corporation
70	74	Green Bay-Appleton	\$ 49,800	3	3	32	UPN	5	L1					Ace TV Inc
71	61	Honolulu	\$ 65,100	5	4	66		0						Paxson Communications Corporation
71	61	Honolulu	\$ 65,100	5	4	4	ABC	22						Hearst-Argyle TV Incorporated

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Market	Revenue		Market	Gross		#	#	Stn.	Stn.	%	%	Station		LMA	Comb.	Comb.	LMA	Comb.	Station
Rank	Rank	Name	Revenue	VHF	UHF	Ch.	Affil.	Share	LMA	Share	Ratio	Reason	Type	Owner					
71	61	Honolulu	\$ 65,100	5	4	13	ABC	0						Hearst-Argyle TV Incorporated					
71	61	Honolulu	\$ 65,100	5	4	12	ABC	0						Hearst-Argyle TV Incorporated					
71	61	Honolulu	\$ 65,100	5	4	9	CBS	21						Lee Enterprises, Inc					
71	61	Honolulu	\$ 65,100	5	4	9	CBS	0						Lee Enterprises, Inc					
71	61	Honolulu	\$ 65,100	5	4	3	CBS	0						Lee Enterprises, Inc					
71	61	Honolulu	\$ 65,100	5	4	2	FOX	28						Silver King Communications Incorporated					
71	61	Honolulu	\$ 65,100	5	4	7	FOX	0						Silver King Communications Incorporated					
71	61	Honolulu	\$ 65,100	5	4	11	FOX	0						Silver King Communications Incorporated					
71	61	Honolulu	\$ 65,100	5	4	20	IND	3						Beindorf					
71	61	Honolulu	\$ 65,100	5	4	32	IND	0						Allen Broadcasting Corporation					
71	61	Honolulu	\$ 65,100	5	4	6	IND	0						All-American TV, Inc					
71	61	Honolulu	\$ 65,100	5	4	26	IND	0						All-American TV, Inc					
71	61	Honolulu	\$ 65,100	5	4	13	NBC	18	B1	26	93	U	V/V	Belo Corporation					
71	61	Honolulu	\$ 65,100	5	4	2	NBC	0						Belo Corporation					
71	61	Honolulu	\$ 65,100	5	4	15	NBC	0						Belo Corporation					
71	61	Honolulu	\$ 65,100	5	4	5	UPN	8	L1					Ka'Ikena Lani TV					
71	61	Honolulu	\$ 65,100	5	4	14	WB	0						LeSea Broadcasting Inc					
71	61	Honolulu	\$ 65,100	5	4	14	WB	0						LeSea Broadcasting Inc					
71	61	Honolulu	\$ 65,100	5	4	21	WB	0						LeSea Broadcasting Inc					
72	77	Syracuse	\$ 47,800	3	2	9	ABC	30						Ackerley Group					
72	77	Syracuse	\$ 47,800	3	2	5	CBS	28						Granite Broadcasting Corporation					
72	77	Syracuse	\$ 47,800	3	2	68	FOX	9	B1	9	27	U	U/U	Sinclair Communications Incorporated					
72	77	Syracuse	\$ 47,800	3	2	3	NBC	33						Raycom Media Inc					
72	77	Syracuse	\$ 47,800	3	2	43	UPN	0	L1					RKM Media Inc					
73	78	Spokane	\$ 47,600	3	2	4	ABC	27						Morgan Murphy Stations					
73	78	Spokane	\$ 47,600	3	2	2	CBS	28	B1	28	80	U	V/U	Belo Corporation					
73	78	Spokane	\$ 47,600	3	2	28	FOX	10						Northwest Broadcasting Incorporated					
73	78	Spokane	\$ 47,600	3	2	6	NBC	35						Cowles Publishing					
73	78	Spokane	\$ 47,600	3	2	22	UPN	0	L1					KSKN Inc					
74	65	Omaha	\$ 59,600	3	2	7	ABC	27						Pulitzer Broadcasting Co.					
74	65	Omaha	\$ 59,600	3	2	3	CBS	26						Lee Enterprises, Inc					
74	65	Omaha	\$ 59,600	3	2	42	FOX	11	B1	17	55	N	U/U	Pappas Telecasting Companies					
74	65	Omaha	\$ 59,600	3	2	6	NBC	31						Chronicle Broadcasting Company					
74	65	Omaha	\$ 59,600	3	2	15	WB	6	L1					Cocola Broadcasting Companies					
76	82	Shreveport	\$ 41,500	3	2	3	ABC	26						Wray, Florence					
76	82	Shreveport	\$ 41,500	3	2	12	CBS	36						Raycom Media Inc					
76	82	Shreveport	\$ 41,500	3	2	33	FOX	11	B1	11	31		U/U	Communications Corp of America					

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Market Rank	Revenue Rank	Market Name	Gross Revenue	# VHF	# UHF	Stn. Ch.	Stn. Affil.	% Station Local Share	% LMA Share	Comb. Ratio	LMA Reason	Comb. Type	Station Owner
76	82	Shreveport	\$ 41,500	3	2	6	NBC	26					WEHCO Media
76	82	Shreveport	\$ 41,500	3	2	45	UPN, WB	0	L1				White Knight Broadcasting
78	68	Tucson	\$ 54,100	4	2	46		0					Paxson Communications Corporation
78	68	Tucson	\$ 54,100	4	2	9	ABC	24					Lee Enterprises, Inc
78	68	Tucson	\$ 54,100	4	2	13	CBS	20					Raycom Media Inc
78	68	Tucson	\$ 54,100	4	2	11	FOX	12	B1	18	47	U	Belo Corporation
78	68	Tucson	\$ 54,100	4	2	4	NBC	38				V/U	Evening Post Publishing Company
78	68	Tucson	\$ 54,100	4	2	40	TEL	1					Zucker, Jay S
78	68	Tucson	\$ 54,100	4	2	52	UNI	0					Univision Television Group Incorporated
78	68	Tucson	\$ 54,100	4	2	18	UPN	6	L1				Belo Corporation
79	97	Paducah-Cape Girardeau-Harrisb	\$ 35,400	4	2	3	ABC	16					Mel Wheeler, Inc
79	97	Paducah-Cape Girardeau-Harrisb	\$ 35,400	4	2	15	ABC	0					Mel Wheeler, Inc
79	97	Paducah-Cape Girardeau-Harrisb	\$ 35,400	4	2	12	CBS	40					Raycom Media Inc
79	97	Paducah-Cape Girardeau-Harrisb	\$ 35,400	4	2	23	FOX	9	B1	9	23	N	Sinclair Communications Incorporated
79	97	Paducah-Cape Girardeau-Harrisb	\$ 35,400	4	2	13	INF	0				U/U	DP Media Incorporated
79	97	Paducah-Cape Girardeau-Harrisb	\$ 35,400	4	2	6	NBC	35					Paxton Family
79	97	Paducah-Cape Girardeau-Harrisb	\$ 35,400	4	2	27	REL	0					Tri-State Christian TV Inc
79	97	Paducah-Cape Girardeau-Harrisb	\$ 35,400	4	2	49	UPN	0	L1				Sudbrink Broadcasting
80	81	Portland-Auburn	\$ 43,100	3	1	8	ABC	20					Harron Communications Corporation
80	81	Portland-Auburn	\$ 43,100	3	1	13	CBS	31					Guy Gannett Communications
80	81	Portland-Auburn	\$ 43,100	3	1	51	FOX	8	B1	8	20	N	Pegasus Communications Corporation
80	81	Portland-Auburn	\$ 43,100	3	1	6	NBC	41				U/U	Gannett Company Incorporated
80	81	Portland-Auburn	\$ 43,100	3	1	35	UPN	0	L1				New England TV Inc
83	73	Ft. Myers-Naples	\$ 49,900	1	5	26	ABC	14	L1				Montclair Communications Incorporated
83	73	Ft. Myers-Naples	\$ 49,900	1	5	11	CBS	37					Ft Myers Broadcasting Company
83	73	Ft. Myers-Naples	\$ 49,900	1	5	36	FOX	11					Wabash Valley Broadcasting Corporation
83	73	Ft. Myers-Naples	\$ 49,900	1	5	20	NBC	35	B1	49	132		Waterman Broadcasting Corp
83	73	Ft. Myers-Naples	\$ 49,900	1	5	49	REL	0				U/U	West Coast Christian TV Inc
83	73	Ft. Myers-Naples	\$ 49,900	1	5	46	UPN	3					Second Generation Television
87	92	Cedar Rapids-Waterloo-Dubuque	\$ 37,300	3	2	20		0					KM Communications Inc
87	92	Cedar Rapids-Waterloo-Dubuque	\$ 37,300	3	2	9	ABC	32					Cedar Rapids TV Company
87	92	Cedar Rapids-Waterloo-Dubuque	\$ 37,300	3	2	2	CBS	24					Guy Gannett Communications
87	92	Cedar Rapids-Waterloo-Dubuque	\$ 37,300	3	2	28	FOX	5	B1	5	13	U	Second Generation Television
87	92	Cedar Rapids-Waterloo-Dubuque	\$ 37,300	3	2	40	FOX	0	L1				Dubuque TV LP
87	92	Cedar Rapids-Waterloo-Dubuque	\$ 37,300	3	2	48	IND	0					Paxson Communications Corporation
87	92	Cedar Rapids-Waterloo-Dubuque	\$ 37,300	3	2	7	NBC	40					Raycom Media Inc

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Market Rank	Revenue Rank	Market Name	Gross		# VHF	# UHF	Stn. Ch.	Stn. Affil.	% Station		% LMA		LMA Reason	Comb. Type	Station Owner
			Revenue	Revenue					Local Share	LMA Share	Comb. Ratio	Comb. Ratio			
90	88	Jackson, MS	\$	38,500	2	3	3	NBC	41						Civic Communications
90	88	Jackson, MS	\$	38,500	2	3	12	CBS	30						Media General Broadcast Group
90	88	Jackson, MS	\$	38,500	2	3	16	ABC	18						Hearst-Argyle TV Incorporated
90	88	Jackson, MS	\$	38,500	2	3	40	FOX	12	B1	12	29	N	U/U	Pegasus Communications Corporation
90	88	Jackson, MS	\$	38,500	2	3	35		0	L1					Vicksburg 35 Associates
91	96	Burlington-Plattsburgh	\$	35,600	2	2	22	ABC	10						US Broadcast Group
91	96	Burlington-Plattsburgh	\$	35,600	2	2	3	CBS	49						Mt Mansfield Television, Inc.
91	96	Burlington-Plattsburgh	\$	35,600	2	2	44	FOX	0	L1					STC Broadcasting Incorporated
91	96	Burlington-Plattsburgh	\$	35,600	2	2	5	NBC	32	B1	32	65	N	V/U	Hearst-Argyle TV Incorporated
91	96	Burlington-Plattsburgh	\$	35,600	2	2	31	NBC	9						Hearst-Argyle TV Incorporated
91	96	Burlington-Plattsburgh	\$	35,600	2	2	27	UPN	0						WWBI TV Inc
92	111	Johnstown-Altoona	\$	27,700	3	3	23	ABC	7	L1					Advent V Capital Company Limited Partne
92	111	Johnstown-Altoona	\$	27,700	3	3	10	CBS	40						Gateway Communications
92	111	Johnstown-Altoona	\$	27,700	3	3	8	FOX	10	B1	17	40		V/U	US Broadcast Group
92	111	Johnstown-Altoona	\$	27,700	3	3	47	IND	0						Cornerstone TV Inc
92	111	Johnstown-Altoona	\$	27,700	3	3	19	IND	0						Venture Technologies
92	111	Johnstown-Altoona	\$	27,700	3	3	6	NBC	43						STC Broadcasting Incorporated
96	117	Waco-Temple-Bryan	\$	26,000	3	4	25	ABC	17						Drewry Communications Group
96	117	Waco-Temple-Bryan	\$	26,000	3	4	10	CBS	30						Bostick Stations
96	117	Waco-Temple-Bryan	\$	26,000	3	4	3	CBS	9						Bostick Stations
96	117	Waco-Temple-Bryan	\$	26,000	3	4	44	FOX	14	B1	14	47		U/U	Communications Corp of America
96	117	Waco-Temple-Bryan	\$	26,000	3	4	28	FOX	0						Communications Corp of America
96	117	Waco-Temple-Bryan	\$	26,000	3	4	6	NBC	30						Channel 6 Inc
96	117	Waco-Temple-Bryan	\$	26,000	3	4	62	UPN, WB	0	L1					White Knight Broadcasting
101	130	Lincoln-Hastings-Kearney	\$	21,100	3	1	13	ABC	24	B1	24	39		V/U	Pappas Telecasting Companies
101	130	Lincoln-Hastings-Kearney	\$	21,100	3	1	24	ABC	0						Citadel Communications Company Ltd
101	130	Lincoln-Hastings-Kearney	\$	21,100	3	1	8	ABC	0						Citadel Communications Company Ltd
101	130	Lincoln-Hastings-Kearney	\$	21,100	3	1	10	CBS	61						Gray Communications Systems Incorporate
101	130	Lincoln-Hastings-Kearney	\$	21,100	3	1	11	CBS	0						Gray Communications Systems Incorporate
101	130	Lincoln-Hastings-Kearney	\$	21,100	3	1	4	FOX, UPN	0						Mitts Telecasting Company
101	130	Lincoln-Hastings-Kearney	\$	21,100	3	1	17	FOX, UPN	0	L1					Hill Broadcasting Company
101	130	Lincoln-Hastings-Kearney	\$	21,100	3	1	5	NBC	15						North Platte Television Inc
111	135	Florence-Myrtle Beach	\$	19,300	1	4	15	ABC	22	B1	29	41	N	U/U	Diversified Communications
111	135	Florence-Myrtle Beach	\$	19,300	1	4	13	CBS	71						Spartan Communications Incorporated
111	135	Florence-Myrtle Beach	\$	19,300	1	4	56	DRK	0						JME Media Incorporated

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		Listing																	
Market	Revenue	Market	Gross	#	#	Stn.	Stn.	%	%										
Rank	Rank	Name	Revenue	VHF	UHF	Ch.	Affil.	Local	LMA	Share	Share	Ratio	Reason	Comb.	Type	Station	Owner		
111	135	Florence-Myrtle Beach	\$ 19,300	1	4	43	FOX	0								JME Media Incorporated			
111	135	Florence-Myrtle Beach	\$ 19,300	1	4	21	UPN	7	L1							Atlantic Media Group			
112	128	Tallahassee-Thomasville	\$ 21,400	1	3	6	CBS	59								Gray Communications Systems Incorporated			
112	128	Tallahassee-Thomasville	\$ 21,400	1	3	27	ABC	15								Media Venture Management Incorporated			
112	128	Tallahassee-Thomasville	\$ 21,400	1	3	40	NBC	14								Guy Gannett Communications			
112	128	Tallahassee-Thomasville	\$ 21,400	1	3	49	FOX	12	B1	12	20		N	U/U		Pegasus Communications Corporation			
112	128	Tallahassee-Thomasville	\$ 21,400	1	3	57		0	L1							Live Oak, LLC			
118	102	Reno	\$ 32,000	4	2	7		0								Sunbelt Communications Co.			
118	102	Reno	\$ 32,000	4	2	8	ABC	30								Stephens Group Inc			
118	102	Reno	\$ 32,000	4	2	2	CBS	23								Sarkes Tarzian Inc			
118	102	Reno	\$ 32,000	4	2	11	FOX	5	B1	14	47		U	V/U		Nevada TV Corporation			
118	102	Reno	\$ 32,000	4	2	4	NBC	30								Sunbelt Communications Co.			
118	102	Reno	\$ 32,000	4	2	10	NBC	0								Sunbelt Communications Co.			
118	102	Reno	\$ 32,000	4	2	21	UPN	9	L1							Raycom Media Inc			
118	102	Reno	\$ 32,000	4	2	27	WB	4								Pappas Telecasting Companies			
121	70	Monterey-Salinas	\$ 51,600	2	4	11	ABC	16								Granite Broadcasting Corporation			
121	70	Monterey-Salinas	\$ 51,600	2	4	46	CBS	13	L1							Harron Communications Corporation			
121	70	Monterey-Salinas	\$ 51,600	2	4	35	FOX, UPN	14	B1	27	68		R	U/U		Ackerley Group			
121	70	Monterey-Salinas	\$ 51,600	2	4	8	NBC	40								STC Broadcasting Incorporated			
121	70	Monterey-Salinas	\$ 51,600	2	4	15	TEL	0								Sony Corporation			
121	70	Monterey-Salinas	\$ 51,600	2	4	67	UNI	18								Entravision Holdings LLC			
133	155	Columbus-Tupelo-West Point	\$ 14,100	2	1	4	CBS	37								Imes Communications Group			
133	155	Columbus-Tupelo-West Point	\$ 14,100	2	1	27	FOX, UPN	11	L1							Lingard Broadcasting Corporation			
133	155	Columbus-Tupelo-West Point	\$ 14,100	2	1	9	NBC	53	B1	64	121		R	V/U		Spain, Frank & Family			
134	142	Duluth-Superior	\$ 16,700	3	1	10	ABC	33								Hubbard Broadcasting Inc			
134	142	Duluth-Superior	\$ 16,700	3	1	13	ABC	0								Hubbard Broadcasting Inc			
134	142	Duluth-Superior	\$ 16,700	3	1	3	CBS	28								Benedek Broadcasting Corporation			
134	142	Duluth-Superior	\$ 16,700	3	1	21	IND	0	L1							Curtis Squire Incorporated			
134	142	Duluth-Superior	\$ 16,700	3	1	6	NBC	39	B1	39	100			V/U		Granite Broadcasting Corporation			
136	151	Wausau-Rhineland	\$ 15,200	3	0	9	ABC	39	B1	39	91		N	V/U		Shockley Communications Corporation			
136	151	Wausau-Rhineland	\$ 15,200	3	0	34	ABC	0	L1							Northwoods Educational TV Association			
136	151	Wausau-Rhineland	\$ 15,200	3	0	7	CBS	43								Benedek Broadcasting Corporation			
136	151	Wausau-Rhineland	\$ 15,200	3	0	12	NBC	18								Seaway Communications Incorporated			
143	137	Erie	\$ 18,500	1	3	24	ABC	28								Nexstar Broadcasting Group, L.P.			

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Market	Revenue	Market	Gross	#	#	Stn.	Stn.	Station	%	%	LMA	Comb.	Comb.	LMA	Comb.	Station
Rank	Rank	Name	Revenue	VHF	UHF	Ch.	Affil.	Share	LMA	Share	Ratio	Reason	Type	Owner		
143	137	Erie	\$ 18,500	1	3	35	CBS	30								WSEE Television 1996 Trust
143	137	Erie	\$ 18,500	1	3	66	FOX	9	L1							Elkin, Jason
143	137	Erie	\$ 18,500	1	3	12	NBC	33	B1	42	127		V/U			SJL Communications LP
167	165	Billings	\$ 10,500	4	0	6	ABC	18		B1	24	59	R	V/V		Great Trails Broadcasting, Corp.
167	165	Billings	\$ 10,500	4	0	2	CBS	41								Evening Post Publishing Company
167	165	Billings	\$ 10,500	4	0	4	FOX	6	L1							National Indian Media Foundation
167	165	Billings	\$ 10,500	4	0	3	OX,UPN,W	0								Glendive Broadcasting Corporation
167	165	Billings	\$ 10,500	4	0	8	NBC	35								Dix Communications
183	175	Meridian	\$ 7,000	1	2	11	ABC	57								Benedek Broadcasting Corporation
183	175	Meridian	\$ 7,000	1	2	24	CBS	21	B1	43	75		U/U			Spain, Frank & Family
183	175	Meridian	\$ 7,000	1	2	30	NBC	22	L1							Global Communications Inc
191	0	Grand Junction-Montrose	\$ -	3	1	4		0	L1							Rees, John Harvey
191	0	Grand Junction-Montrose	\$ -	3	1	8	ABC	42								Pikes Peak Broadcasting Co
191	0	Grand Junction-Montrose	\$ -	3	1	5	CBS	48	B1	48	100	N	V/V			Withers Broadcasting Co
191	0	Grand Junction-Montrose	\$ -	3	1	3	CBS	0								Withers Broadcasting Co
191	0	Grand Junction-Montrose	\$ -	3	1	10	CBS	0								Withers Broadcasting Co
191	0	Grand Junction-Montrose	\$ -	3	1	27	FOX	11								Withers Broadcasting Co
191	0	Grand Junction-Montrose	\$ -	3	1	11	NBC,UPN	0								Eagle III, LLC
206	0	Victoria	\$ -	0	2	25	ABC	74	B1	100	135		U/U			Withers Broadcasting Co
206	0	Victoria	\$ -	0	2	19	FOX	26	L1							Proctor, Gerald R

## **EXHIBIT B**

### **Data Sorts of LMA Markets**

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Market	Revenue	Market	Gross	#	#	Stn.	Stn.	%	%	Station	LMA	Comb.	Comb.	LMA	Comb.	Station
Rank	Rank	Name	Revenue	VHF	UHF	Ch.	Affil.	Local	Share	Share	Ratio	Reason	Type	Owner		
22	20	Orlando-Daytona Beach-Melbourne	\$ 213,600	3	9	9	ABC	27	B1	27	93	N	V/U	Cox Broadcasting.		
27	27	Hartford-New Haven	\$ 156,700	2	6	8	ABC	25	B2	26	93	N	V/U	LIN Television Corporation		
111	135	Florence-Myrtle Beach	\$ 19,300	1	4	15	ABC	22	B1	29	41	N	U/U	Diversified Communications		
136	151	Wausau-Rhineland	\$ 15,200	3	0	9	ABC	39	B1	39	91	N	V/U	Shockley Communications Corporation		
29	36	Raleigh-Durham	\$ 126,800	2	8	5	CBS	35	B1	38	109	N	V/U	Capitol Broadcasting Company		
48	50	Albuquerque-Santa Fe	\$ 82,500	5	5	13	CBS	22	B1	24	75	N	V/U	Lee Enterprises, Inc		
191	0	Grand Junction-Montrose	\$ -	3	1	5	CBS	48	B1	48	100	N	V/V	Withers Broadcasting Co		
47	80	Wilkes Barre-Scranton	\$ 46,500	0	4	56	FOX	0	B1	9	26	N	U/U	Pegasus Communications Corporation		
50	45	Louisville	\$ 91,000	2	4	41	FOX	13	B1	18	62	N	U/U	Blade Communications Inc		
65	67	Wichita - Hutchinson	\$ 54,200	3	1	24	FOX	10	B1	10	28	N	U/U	Clear Channel Television Inc		
74	65	Omaha	\$ 59,600	3	2	42	FOX	11	B1	17	55	N	U/U	Pappas Telecasting Companies		
79	97	Paducah-Cape Girardeau-Harrisburg-Mt. Vernon	\$ 35,400	4	2	23	FOX	9	B1	9	23	N	U/U	Sinclair Communications Incorporated		
80	81	Portland-Auburn	\$ 43,100	3	1	51	FOX	8	B1	8	20	N	U/U	Pegasus Communications Corporation		
90	88	Jackson, MS	\$ 38,500	2	3	40	FOX	12	B1	12	29	N	U/U	Pegasus Communications Corporation		
112	128	Tallahassee-Thomasville	\$ 21,400	1	3	49	FOX	12	B1	12	20	N	U/U	Pegasus Communications Corporation		
17	13	Phoenix	\$ 302,300	8	5	3	IND	15	B1	20	77	N	V/U	Media America Corporation		
12	14	Seattle-Tacoma	\$ 283,500	6	4	5	NBC	31	B1	31	100	N	V/U	Belo Corporation		
31	30	Kansas City	\$ 149,800	3	5	41	NBC	19	B2	19	70	N	U/U	Scripps Howard Broadcasting		
49	55	Providence-New Bedford	\$ 75,200	3	2	10	NBC	51	B1	51	100	N	V/U	NBC/GE		
60	53	Austin, TX	\$ 76,300	2	4	36	NBC	29	B1	34	117	N	U/U	LIN Television Corporation		
91	96	Burlington-Plattsburgh	\$ 35,600	2	2	5	NBC	32	B1	32	65	N	V/U	Hearst-Argyle TV Incorporated		
28	31	Charlotte	\$ 146,900	2	6	46	UPN	10	B1	15	52	N	U/U	Capitol Broadcasting Company		
167	165	Billings	\$ 10,500	4	0	6	ABC	18	B1	24	59	R	V/V	Great Trails Broadcasting, Corp.		
35	48	Greenville-Spartanburg-Asheville	\$ 88,400	3	5	7	CBS	29	B1	29	85	R	V/U	Spartan Communications Incorporated		
33	34	Nashville	\$ 136,000	3	7	17	FOX	11	B1	16	46	R	U/U	Sinclair Communications Incorporated		
54	47	Jacksonville	\$ 88,500	2	4	30	FOX	13	B1	18	49	R	U/U	Clear Channel Television Inc		
58	57	Tulsa	\$ 71,100	3	4	23	FOX	13	B1	17	59	R	U/U	Clear Channel Television Inc		
121	70	Monterey-Salinas	\$ 51,600	2	4	35	FOX, UPN	14	B1	27	68	R	U/U	Ackerley Group		
8	7	Dallas-Ft. Worth	\$ 464,000	4	11	5	NBC	21	B2	26	118	R	V/U	NBC/GE		
34	26	Columbus, OH	\$ 162,200	3	3	4	NBC	33	B1	37	112	R	V/U	NBC/GE		
37	46	Grand Rapids-Kalamazoo-Battle Creek	\$ 88,900	3	4	8	NBC	33	B1	39	118	R	V/U	LIN Television Corporation		
70	74	Green Bay-Appleton	\$ 49,800	3	3	26	NBC	23	B1	28	88	R	U/U	Aries Telecom Corporation		
133	155	Columbus-Tupelo-West Point	\$ 14,100	2	1	9	NBC	53	B1	64	121	R	V/U	Spain, Frank & Family		
31	30	Kansas City	\$ 149,800	3	5	9	ABC	27	B1	27	100	U	V/U	Hearst-Argyle TV Incorporated		
42	43	Memphis	\$ 96,000	3	4	24	ABC	12	B1	20	54	U	U/U	Clear Channel Television Inc		
62	64	Mobile-Pensacola	\$ 59,800	3	6	3	ABC	26	B1	26	90	U	V/U	Sinclair Communications Incorporated		
13	15	Cleveland	\$ 259,300	3	9	19	CBS	13	B1	26	96	U	U/U	Malrite Communications Group Inc		
45	51	Harrisburg-Lancaster-Lebanon-York	\$ 80,900	1	6	21	CBS	19	B1	23	53	U	U/U	Clear Channel Television Inc		
49	55	Providence-New Bedford	\$ 75,200	3	2	12	CBS	25	B2	32	63	U	V/U	Clear Channel Television Inc		
73	78	Spokane	\$ 47,600	3	2	2	CBS	28	B1	28	80	U	V/U	Belo Corporation		
8	7	Dallas-Ft. Worth	\$ 464,000	4	11	4	FOX	13	B1	17	77	U	V/U	Fox Television Stations Inc		



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LMA Reason

Market	Revenue	Market	Gross	#	#	Stn.	Stn.	%	%	Comb.	Comb.	LMA	Comb.	Station
Rank	Rank	Name	Revenue	VHF	UHF	Ch.	Affil.	Local	LMA	Share	Ratio	Reason	Type	Owner
19	21	Pittsburgh	\$ 203,900	3	3	53	FOX	12	B1	17	55	U	U/U	Sinclair Communications Incorporated
38	37	San Antonio	\$ 122,000	3	5	29	FOX	14	B1	23	88	U	U/U	Sinclair Communications Incorporated
56	60	Little Rock-Pine Bluff	\$ 66,100	3	4	16	FOX	11	B1	14	41	U	U/U	Clear Channel Television Inc
72	77	Syracuse	\$ 47,800	3	2	68	FOX	9	B1	9	27	U	U/U	Sinclair Communications Incorporated
78	68	Tucson	\$ 54,100	4	2	11	FOX	12	B1	18	47	U	V/U	Belo Corporation
87	92	Cedar Rapids-Waterloo-Dubuque	\$ 37,300	3	2	28	FOX	5	B1	5	13	U	U/U	Second Generation Television
118	102	Reno	\$ 32,000	4	2	11	FOX	5	B1	14	47	U	V/U	Nevada TV Corporation
10	10	Atlanta	\$ 408,000	3	7	14	INF	0	B1	0	0	U	U/U	Paxson Communications Corporation
13	15	Cleveland	\$ 259,300	3	9	23	INF	2	B2	2	7	U	U/U	Paxson Communications Corporation
20	23	Sacramento-Stockton-Modesto	\$ 194,100	3	6	3	NBC	36	B1	43	119	U	V/U	Kelly Broadcasting Co.
27	27	Hartford-New Haven	\$ 156,700	2	6	30	NBC	27	B1	31	111	U	U/U	NBC/GE
39	44	Norfolk-Portsmouth-Newport News	\$ 92,300	3	5	10	NBC	29	B1	32	110	U	V/U	LIN Television Corporation
62	64	Mobile-Pensacola	\$ 59,800	3	6	15	NBC	19	B2	24	83	U	U/U	Clear Channel Television Inc
71	61	Honolulu	\$ 65,100	5	4	13	NBC	18	B1	26	93	U	V/V	Belo Corporation
46	56	Greensboro-High Point-Winston Salem	\$ 71,200	3	4	45	ABC	15	B1	15	39		U/U	Sinclair Communications Incorporated
101	130	Lincoln-Hastings-Kearney	\$ 21,100	3	1	13	ABC	24	B1	24	39		V/U	Pappas Telecasting Companies
206	0	Victoria	\$ -	0	2	25	ABC	74	B1	100	135		U/U	Withers Broadcasting Co
183	175	Meridian	\$ 7,000	1	2	24	CBS	21	B1	43	75		U/U	Spain, Frank & Family
23	24	Baltimore	\$ 185,600	3	3	45	FOX	13	B1	22	71		U/U	Sinclair Communications Incorporated
29	36	Raleigh-Durham	\$ 126,800	2	8	22	FOX	11	B2	16	46		U/U	Sinclair Communications Incorporated
76	82	Shreveport	\$ 41,500	3	2	33	FOX	11	B1	11	31		U/U	Communications Corp of America
92	111	Johnstown-Altoona	\$ 27,700	3	3	8	FOX	10	B1	17	40		V/U	US Broadcast Group
96	117	Waco-Temple-Bryan	\$ 26,000	3	4	44	FOX	14	B1	14	47		U/U	Communications Corp of America
55	59	Fresno-Visalia	\$ 66,600	0	10	24	NBC	26	B1	26	100		U/U	Granite Broadcasting Corporation
83	73	Ft. Myers-Naples	\$ 49,900	1	5	20	NBC	35	B1	49	132		U/U	Waterman Broadcasting Corp
134	142	Duluth-Superior	\$ 16,700	3	1	6	NBC	39	B1	39	100		V/U	Granite Broadcasting Corporation
143	137	Erie	\$ 18,500	1	3	12	NBC	33	B1	42	127		V/U	SJL Communications LP
51	49	Birmingham	\$ 87,300	2	4	21	WB	12	B1	16	40		U/U	Sinclair Communications Incorporated

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Organized by Affiliation

Market	Revenue	Market	Gross	#	#	Stn.	Stn.	%	%							
Rank	Rank	Name	Revenue	VHF	UHF	Ch.	Affil.	Station	LMA	Comb.	Comb.	LMA	Comb.	Station	Owner	
22	20	Orlando-Daytona Beach-Melbourne	\$ 213,600	3	9	9	ABC	27	B1	27	93	N	V/U	Cox Broadcasting.		
27	27	Hartford-New Haven	\$ 156,700	2	6	8	ABC	25	B2	26	93	N	V/U	LIN Television Corporation		
31	30	Kansas City	\$ 149,800	3	5	9	ABC	27	B1	27	100	U	V/U	Hearst-Argyle TV Incorporated		
42	43	Memphis	\$ 96,000	3	4	24	ABC	12	B1	20	54	U	U/U	Clear Channel Television Inc		
46	56	Greensboro-High Point-Winston Salem	\$ 71,200	3	4	45	ABC	15	B1	15	39		U/U	Sinclair Communications Incorporated		
62	64	Mobile-Pensacola	\$ 59,800	3	6	3	ABC	26	B1	26	90	U	V/U	Sinclair Communications Incorporated		
101	130	Lincoln-Hastings-Kearney	\$ 21,100	3	1	13	ABC	24	B1	24	39		V/U	Pappas Telecasting Companies		
111	135	Florence-Myrtle Beach	\$ 19,300	1	4	15	ABC	22	B1	29	41	N	U/U	Diversified Communications		
136	151	Wausau-Rhineland	\$ 15,200	3	0	9	ABC	39	B1	39	91	N	V/U	Shockley Communications Corporation		
167	165	Billings	\$ 10,500	4	0	6	ABC	18	B1	24	59	R	V/V	Great Trails Broadcasting, Corp.		
206	0	Victoria	\$ -	0	2	25	ABC	74	B1	100	135		U/U	Withers Broadcasting Co		
13	15	Cleveland	\$ 259,300	3	9	19	CBS	13	B1	26	96	U	U/U	Malrite Communications Group Inc		
29	36	Raleigh-Durham	\$ 126,800	2	8	5	CBS	35	B1	38	109	N	V/U	Capitol Broadcasting Company		
35	48	Greenville-Spartanburg-Asheville	\$ 88,400	3	5	7	CBS	29	B1	29	85	R	V/U	Spartan Communications Incorporated		
45	51	Harrisburg-Lancaster-Lebanon-York	\$ 80,900	1	6	21	CBS	19	B1	23	53	U	U/U	Clear Channel Television Inc		
48	50	Albuquerque-Santa Fe	\$ 82,500	5	5	13	CBS	22	B1	24	75	N	V/U	Lee Enterprises, Inc		
49	55	Providence-New Bedford	\$ 75,200	3	2	12	CBS	25	B2	32	63	U	V/U	Clear Channel Television Inc		
73	78	Spokane	\$ 47,600	3	2	2	CBS	28	B1	28	80	U	V/U	Belo Corporation		
183	175	Meridian	\$ 7,000	1	2	24	CBS	21	B1	43	75		U/U	Spain, Frank & Family		
191	0	Grand Junction-Montrose	\$ -	3	1	5	CBS	48	B1	48	100	N	V/V	Withers Broadcasting Co		
8	7	Dallas-Ft. Worth	\$ 464,000	4	11	4	FOX	13	B1	17	77	U	V/U	Fox Television Stations Inc		
19	21	Pittsburgh	\$ 203,900	3	3	53	FOX	12	B1	17	55	U	U/U	Sinclair Communications Incorporated		
23	24	Baltimore	\$ 185,600	3	3	45	FOX	13	B1	22	71		U/U	Sinclair Communications Incorporated		
29	36	Raleigh-Durham	\$ 126,800	2	8	22	FOX	11	B2	16	46		U/U	Sinclair Communications Incorporated		
33	34	Nashville	\$ 136,000	3	7	17	FOX	11	B1	16	46	R	U/U	Sinclair Communications Incorporated		
38	37	San Antonio	\$ 122,000	3	5	29	FOX	14	B1	23	88	U	U/U	Sinclair Communications Incorporated		
47	80	Wilkes Barre-Scranton	\$ 46,500	0	4	56	FOX	0	B1	9	26	N	U/U	Pegasus Communications Corporation		
50	45	Louisville	\$ 91,000	2	4	41	FOX	13	B1	18	62	N	U/U	Blade Communications Inc		
54	47	Jacksonville	\$ 88,500	2	4	30	FOX	13	B1	18	49	R	U/U	Clear Channel Television Inc		
56	60	Little Rock-Pine Bluff	\$ 66,100	3	4	16	FOX	11	B1	14	41	U	U/U	Clear Channel Television Inc		
58	57	Tulsa	\$ 71,100	3	4	23	FOX	13	B1	17	59	R	U/U	Clear Channel Television Inc		
65	67	Wichita - Hutchinson	\$ 54,200	3	1	24	FOX	10	B1	10	28	N	U/U	Clear Channel Television Inc		
72	77	Syracuse	\$ 47,800	3	2	68	FOX	9	B1	9	27	U	U/U	Sinclair Communications Incorporated		
74	65	Omaha	\$ 59,600	3	2	42	FOX	11	B1	17	55	N	U/U	Pappas Telecasting Companies		
76	82	Shreveport	\$ 41,500	3	2	33	FOX	11	B1	11	31		U/U	Communications Corp of America		
78	68	Tucson	\$ 54,100	4	2	11	FOX	12	B1	18	47	U	V/U	Belo Corporation		
79	97	Paducah-Cape Girardeau-Harrisburg-Mt Vernon	\$ 35,400	4	2	23	FOX	9	B1	9	23	N	U/U	Sinclair Communications Incorporated		
80	81	Portland-Auburn	\$ 43,100	3	1	51	FOX	8	B1	8	20	N	U/U	Pegasus Communications Corporation		
87	92	Cedar Rapids-Waterloo-Dubuque	\$ 37,300	3	2	28	FOX	5	B1	5	13	U	U/U	Second Generation Television		
90	88	Jackson, MS	\$ 38,500	2	3	40	FOX	12	B1	12	29	N	U/U	Pegasus Communications Corporation		
92	111	Johnstown-Altoona	\$ 27,700	3	3	8	FOX	10	B1	17	40		V/U	US Broadcast Group		

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**LMA Listing**  
Organized by Affiliation

Market	Revenue	Market	Gross	#	#	Stn.	Stn.	%	%	Comb.	Comb.	LMA	Comb.	LMA	Comb.	Station
								Local	LMA							
Rank	Rank	Name	Revenue	VHF	UHF	Ch.	Affil.	Share	LMAs	Share	Ratio	Reason	Type	Owner		
96	117	Waco-Temple-Bryan	\$ 26,000	3	4	44	FOX	14	B1	14	47		U/U	Communications Corp of America		
112	128	Tallahassee-Thomasville	\$ 21,400	1	3	49	FOX	12	B1	12	20	N	U/U	Pegasus Communications Corporation		
118	102	Reno	\$ 32,000	4	2	11	FOX	5	B1	14	47	U	V/U	Nevada TV Corporation		
121	70	Monterey-Salinas	\$ 51,600	2	4	35	FOX,UPN	14	B1	27	68	R	U/U	Ackerley Group		
17	13	Phoenix	\$ 302,300	8	5	3	IND	15	B1	20	77	N	V/U	Media America Corporation		
10	10	Atlanta	\$ 408,000	3	7	14	INF	0	B1	0	0	U	U/U	Paxson Communications Corporation		
13	15	Cleveland	\$ 259,300	3	9	23	INF	2	B2	2	7	U	U/U	Paxson Communications Corporation		
8	7	Dallas-Ft. Worth	\$ 464,000	4	11	5	NBC	21	B2	26	118	R	V/U	NBC/GE		
12	14	Seattle-Tacoma	\$ 283,500	6	4	5	NBC	31	B1	31	100	N	V/U	Belo Corporation		
20	23	Sacramento-Stockton-Modesto	\$ 194,100	3	6	3	NBC	36	B1	43	119	U	V/U	Kelly Broadcasting Co.		
27	27	Hartford-New Haven	\$ 156,700	2	6	30	NBC	27	B1	31	111	U	U/U	NBC/GE		
31	30	Kansas City	\$ 149,800	3	5	41	NBC	19	B2	19	70	N	U/U	Scripps Howard Broadcasting		
34	26	Columbus, OH	\$ 162,200	3	3	4	NBC	33	B1	37	112	R	V/U	NBC/GE		
37	46	Grand Rapids-Kalamazoo-Battle Creek	\$ 88,900	3	4	8	NBC	33	B1	39	118	R	V/U	LIN Television Corporation		
39	44	Norfolk-Portsmouth-Newport News	\$ 92,300	3	5	10	NBC	29	B1	32	110	U	V/U	LIN Television Corporation		
49	55	Providence-New Bedford	\$ 75,200	3	2	10	NBC	51	B1	51	100	N	V/U	NBC/GE		
55	59	Fresno-Visalia	\$ 66,600	0	10	24	NBC	26	B1	26	100		U/U	Granite Broadcasting Corporation		
60	53	Austin, TX	\$ 76,300	2	4	36	NBC	29	B1	34	117	N	U/U	LIN Television Corporation		
62	64	Mobile-Pensacola	\$ 59,800	3	6	15	NBC	19	B2	24	83	U	U/U	Clear Channel Television Inc		
70	74	Green Bay-Appleton	\$ 49,800	3	3	26	NBC	23	B1	28	88	R	U/U	Aries Telecom Corporation		
71	61	Honolulu	\$ 65,100	5	4	13	NBC	18	B1	26	93	U	V/V	Belo Corporation		
83	73	Ft. Myers-Naples	\$ 49,900	1	5	20	NBC	35	B1	49	132		U/U	Waterman Broadcasting Corp		
91	96	Burlington-Plattsburgh	\$ 35,600	2	2	5	NBC	32	B1	32	65	N	V/U	Hearst-Argyle TV Incorporated		
133	155	Columbus-Tupelo-West Point	\$ 14,100	2	1	9	NBC	53	B1	64	121	R	V/U	Spain, Frank & Family		
134	142	Duluth-Superior	\$ 16,700	3	1	6	NBC	39	B1	39	100		V/U	Granite Broadcasting Corporation		
143	137	Erie	\$ 18,500	1	3	12	NBC	33	B1	42	127		V/U	SJL Communications LP		
28	31	Charlotte	\$ 146,900	2	6	46	UPN	10	B1	15	52	N	U/U	Capitol Broadcasting Company		
51	49	Birmingham	\$ 87,300	2	4	21	WB	12	B1	16	40		U/U	Sinclair Communications Incorporated		

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**LMA Listing**  
Organized by LMA Type

Market	Revenue		Market	Gross	#	#	Stn.	Stn.	Station		% LMA		Comb.	Comb.	LMA	Comb.	Station
	Rank	Rank							Local	LMA	Share	Ratio					
10	10	Atlanta		\$ 408,000	3	7	14	INF	0	B1	0	0	U	U/U	Paxson Communications Corporation		
13	15	Cleveland		\$ 259,300	3	9	19	CBS	13	B1	26	96	U	U/U	Malrite Communications Group Inc		
13	15	Cleveland		\$ 259,300	3	9	23	INF	2	B2	2	7	U	U/U	Paxson Communications Corporation		
19	21	Pittsburgh		\$ 203,900	3	3	53	FOX	12	B1	17	55	U	U/U	Sinclair Communications Incorporated		
23	24	Baltimore		\$ 185,600	3	3	45	FOX	13	B1	22	71	U	U/U	Sinclair Communications Incorporated		
27	27	Hartford-New Haven		\$ 156,700	2	6	30	NBC	27	B1	31	111	U	U/U	NBC/GE		
28	31	Charlotte		\$ 146,900	2	6	46	UPN	10	B1	15	52	N	U/U	Capitol Broadcasting Company		
29	36	Raleigh-Durham		\$ 126,800	2	8	22	FOX	11	B2	16	46	U	U/U	Sinclair Communications Incorporated		
31	30	Kansas City		\$ 149,800	3	5	41	NBC	19	B2	19	70	N	U/U	Scripps Howard Broadcasting		
33	34	Nashville		\$ 136,000	3	7	17	FOX	11	B1	16	46	R	U/U	Sinclair Communications Incorporated		
38	37	San Antonio		\$ 122,000	3	5	29	FOX	14	B1	23	88	U	U/U	Sinclair Communications Incorporated		
42	43	Memphis		\$ 96,000	3	4	24	ABC	12	B1	20	54	U	U/U	Clear Channel Television Inc		
45	51	Harrisburg-Lancaster-Lebanon-York		\$ 80,900	1	6	21	CBS	19	B1	23	53	U	U/U	Clear Channel Television Inc		
46	56	Greensboro-High Point-Winston Salem		\$ 71,200	3	4	45	ABC	15	B1	15	39	U	U/U	Sinclair Communications Incorporated		
47	80	Wilkes Barre-Scranton		\$ 46,500	0	4	56	FOX	0	B1	9	26	N	U/U	Pegasus Communications Corporation		
50	45	Louisville		\$ 91,000	2	4	41	FOX	13	B1	18	62	N	U/U	Blade Communications Inc		
51	49	Birmingham		\$ 87,300	2	4	21	WB	12	B1	16	40	U	U/U	Sinclair Communications Incorporated		
54	47	Jacksonville		\$ 88,500	2	4	30	FOX	13	B1	18	49	R	U/U	Clear Channel Television Inc		
55	59	Fresno-Visalia		\$ 66,600	0	10	24	NBC	26	B1	26	100	U	U/U	Granite Broadcasting Corporation		
56	60	Little Rock-Pine Bluff		\$ 66,100	3	4	16	FOX	11	B1	14	41	U	U/U	Clear Channel Television Inc		
58	57	Tulsa		\$ 71,100	3	4	23	FOX	13	B1	17	59	R	U/U	Clear Channel Television Inc		
60	53	Austin, TX		\$ 76,300	2	4	36	NBC	29	B1	34	117	N	U/U	LIN Television Corporation		
62	64	Mobile-Pensacola		\$ 59,800	3	6	15	NBC	19	B2	24	83	U	U/U	Clear Channel Television Inc		
65	67	Wichita - Hutchinson		\$ 54,200	3	1	24	FOX	10	B1	10	28	N	U/U	Clear Channel Television Inc		
70	74	Green Bay-Appleton		\$ 49,800	3	3	26	NBC	23	B1	28	88	R	U/U	Aries Telecom Corporation		
72	77	Syracuse		\$ 47,800	3	2	68	FOX	9	B1	9	27	U	U/U	Sinclair Communications Incorporated		
74	65	Omaha		\$ 59,600	3	2	42	FOX	11	B1	17	55	N	U/U	Pappas Telecasting Companies		
76	82	Shreveport		\$ 41,500	3	2	33	FOX	11	B1	11	31	U	U/U	Communications Corp of America		
79	97	Paducah-Cape Girardeau-Harrisburg-Mt Vernon		\$ 35,400	4	2	23	FOX	9	B1	9	23	N	U/U	Sinclair Communications Incorporated		
80	81	Portland-Auburn		\$ 43,100	3	1	51	FOX	8	B1	8	20	N	U/U	Pegasus Communications Corporation		
83	73	Ft. Myers-Naples		\$ 49,900	1	5	20	NBC	35	B1	49	132	U	U/U	Waterman Broadcasting Corp		
87	92	Cedar Rapids-Waterloo-Dubuque		\$ 37,300	3	2	28	FOX	5	B1	5	13	U	U/U	Second Generation Television		
90	88	Jackson, MS		\$ 38,500	2	3	40	FOX	12	B1	12	29	N	U/U	Pegasus Communications Corporation		
96	117	Waco-Temple-Bryan		\$ 26,000	3	4	44	FOX	14	B1	14	47	U	U/U	Communications Corp of America		
111	135	Florence-Myrtle Beach		\$ 19,300	1	4	15	ABC	22	B1	29	41	N	U/U	Diversified Communications		
112	128	Tallahassee-Thomasville		\$ 21,400	1	3	49	FOX	12	B1	12	20	N	U/U	Pegasus Communications Corporation		
121	70	Monterey-Salinas		\$ 51,600	2	4	35	FOX,UP	14	B1	27	68	R	U/U	Ackerley Group		
183	175	Meridian		\$ 7,000	1	2	24	CBS	21	B1	43	75	U	U/U	Spain, Frank & Family		
206	0	Victoria		\$ -	0	2	25	ABC	74	B1	100	135	U	U/U	Withers Broadcasting Co		
8	7	Dallas-Ft. Worth		\$ 464,000	4	11	4	FOX	13	B1	17	77	U	V/U	Fox Television Stations Inc		
8	7	Dallas-Ft. Worth		\$ 464,000	4	11	5	NBC	21	B2	26	118	R	V/U	NBC/GE		

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**LMA Listing**  
Organized by LMA Type

Market	Revenue	Market	Gross	#	#	Stn.	Stn.	%	%	Station	LMA	Comb.	Comb.	LMA	Comb.	Station
Rank	Rank	Name	Revenue	VHF	UHF	Ch.	Affil.	Local	LMA	Share	Share	Ratio	Ratio	Reason	Type	Owner
12	14	Seattle-Tacoma	\$ 283,500	6	4	5	NBC	31	B1	31	100	N	V/U	N	V/U	Belo Corporation
17	13	Phoenix	\$ 302,300	8	5	3	IND	15	B1	20	77	N	V/U	N	V/U	Media America Corporation
20	23	Sacramento-Stockton-Modesto	\$ 194,100	3	6	3	NBC	36	B1	43	119	U	V/U	U	V/U	Kelly Broadcasting Co.
22	20	Orlando-Daytona Beach-Melbourne	\$ 213,600	3	9	9	ABC	27	B1	27	93	N	V/U	N	V/U	Cox Broadcasting.
27	27	Hartford-New Haven	\$ 156,700	2	6	8	ABC	25	B2	26	93	N	V/U	N	V/U	LIN Television Corporation
29	36	Raleigh-Durham	\$ 126,800	2	8	5	CBS	35	B1	38	109	N	V/U	N	V/U	Capitol Broadcasting Company
31	30	Kansas City	\$ 149,800	3	5	9	ABC	27	B1	27	100	U	V/U	U	V/U	Hearst-Argyle TV Incorporated
34	26	Columbus, OH	\$ 162,200	3	3	4	NBC	33	B1	37	112	R	V/U	R	V/U	NBC/GE
35	48	Greenville-Spartanburg-Asheville	\$ 88,400	3	5	7	CBS	29	B1	29	85	R	V/U	R	V/U	Spartan Communications Incorporated
37	46	Grand Rapids-Kalamazoo-Battle Creek	\$ 88,900	3	4	8	NBC	33	B1	39	118	R	V/U	R	V/U	LIN Television Corporation
39	44	Norfolk-Portsmouth-Newport News	\$ 92,300	3	5	10	NBC	29	B1	32	110	U	V/U	U	V/U	LIN Television Corporation
48	50	Albuquerque-Santa Fe	\$ 82,500	5	5	13	CBS	22	B1	24	75	N	V/U	N	V/U	Lee Enterprises, Inc
49	55	Providence-New Bedford	\$ 75,200	3	2	12	CBS	25	B2	32	63	U	V/U	U	V/U	Clear Channel Television Inc
49	55	Providence-New Bedford	\$ 75,200	3	2	10	NBC	51	B1	51	100	N	V/U	N	V/U	NBC/GE
62	64	Mobile-Pensacola	\$ 59,800	3	6	3	ABC	26	B1	26	90	U	V/U	U	V/U	Sinclair Communications Incorporated
73	78	Spokane	\$ 47,600	3	2	2	CBS	28	B1	28	80	U	V/U	U	V/U	Belo Corporation
78	68	Tucson	\$ 54,100	4	2	11	FOX	12	B1	18	47	U	V/U	U	V/U	Belo Corporation
91	96	Burlington-Plattsburgh	\$ 35,600	2	2	5	NBC	32	B1	32	65	N	V/U	N	V/U	Hearst-Argyle TV Incorporated
92	111	Johnstown-Altoona	\$ 27,700	3	3	8	FOX	10	B1	17	40		V/U		V/U	US Broadcast Group
101	130	Lincoln-Hastings-Kearney	\$ 21,100	3	1	13	ABC	24	B1	24	39		V/U		V/U	Pappas Telecasting Companies
118	102	Reno	\$ 32,000	4	2	11	FOX	5	B1	14	47	U	V/U	U	V/U	Nevada TV Corporation
133	155	Columbus-Tupelo-West Point	\$ 14,100	2	1	9	NBC	53	B1	64	121	R	V/U	R	V/U	Spain, Frank & Family
134	142	Duluth-Superior	\$ 16,700	3	1	6	NBC	39	B1	39	100		V/U		V/U	Granite Broadcasting Corporation
136	151	Wausau-Rhineland	\$ 15,200	3	0	9	ABC	39	B1	39	91	N	V/U	N	V/U	Shockley Communications Corporation
143	137	Erie	\$ 18,500	1	3	12	NBC	33	B1	42	127		V/U		V/U	SJL Communications LP
71	61	Honolulu	\$ 65,100	5	4	13	NBC	18	B1	26	93	U	V/V	U	V/V	Belo Corporation
167	165	Billings	\$ 10,500	4	0	6	ABC	18	B1	24	59	R	V/V	R	V/V	Great Trails Broadcasting, Corp.
191	0	Grand Junction-Montrose	\$ -	3	1	5	CBS	48	B1	48	100	N	V/V	N	V/V	Withers Broadcasting Co

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**LMA Listing**  
Organized by Market Revenue Rank

Market Rank	Revenue Rank	Market Name	Gross Revenue	# VHF	# UHF	Stn. Ch.	Stn. Affil.	% Station	% LMA	Comb. Ratio	Comb. Reason	LMA Type	Comb. Station Owner	
								Local Share	LMA Share					
8	7	Dallas-Ft. Worth	\$ 464,000	4	11	4	FOX	13	B1	17	77	U	V/U	Fox Television Stations Inc
8	7	Dallas-Ft. Worth	\$ 464,000	4	11	5	NBC	21	B2	26	118	R	V/U	NBC/GE
10	10	Atlanta	\$ 408,000	3	7	14	INF	0	B1	0	0	U	U/U	Paxson Communications Corporat
17	13	Phoenix	\$ 302,300	8	5	3	IND	15	B1	20	77	N	V/U	Media America Corporation
12	14	Seattle-Tacoma	\$ 283,500	6	4	5	NBC	31	B1	31	100	N	V/U	Belo Corporation
13	15	Cleveland	\$ 259,300	3	9	19	CBS	13	B1	26	96	U	U/U	Malrite Communications Group I
13	15	Cleveland	\$ 259,300	3	9	23	INF	2	B2	2	7	U	U/U	Paxson Communications Corporat
22	20	Orlando-Daytona Beach-Melbourne	\$ 213,600	3	9	9	ABC	27	B1	27	93	N	V/U	Cox Broadcasting.
19	21	Pittsburgh	\$ 203,900	3	3	53	FOX	12	B1	17	55	U	U/U	Sinclair Communications Incorp
20	23	Sacramento-Stockton-Modesto	\$ 194,100	3	6	3	NBC	36	B1	43	119	U	V/U	Kelly Broadcasting Co.
23	24	Baltimore	\$ 185,600	3	3	45	FOX	13	B1	22	71		U/U	Sinclair Communications Incorp
34	26	Columbus, OH	\$ 162,200	3	3	4	NBC	33	B1	37	112	R	V/U	NBC/GE
27	27	Hartford-New Haven	\$ 156,700	2	6	8	ABC	25	B2	26	93	N	V/U	LIN Television Corporation
27	27	Hartford-New Haven	\$ 156,700	2	6	30	NBC	27	B1	31	111	U	U/U	NBC/GE
31	30	Kansas City	\$ 149,800	3	5	9	ABC	27	B1	27	100	U	V/U	Hearst-Argyle TV Incorporated
31	30	Kansas City	\$ 149,800	3	5	41	NBC	19	B2	19	70	N	U/U	Scripps Howard Broadcasting
28	31	Charlotte	\$ 146,900	2	6	46	UPN	10	B1	15	52	N	U/U	Capitol Broadcasting Company
33	34	Nashville	\$ 136,000	3	7	17	FOX	11	B1	16	46	R	U/U	Sinclair Communications Incorp
29	36	Raleigh-Durham	\$ 126,800	2	8	5	CBS	35	B1	38	109	N	V/U	Capitol Broadcasting Company
29	36	Raleigh-Durham	\$ 126,800	2	8	22	FOX	11	B2	16	46		U/U	Sinclair Communications Incorp
38	37	San Antonio	\$ 122,000	3	5	29	FOX	14	B1	23	88	U	U/U	Sinclair Communications Incorp
42	43	Memphis	\$ 96,000	3	4	24	ABC	12	B1	20	54	U	U/U	Clear Channel Television Inc
39	44	Norfolk-Portsmouth-Newport News	\$ 92,300	3	5	10	NBC	29	B1	32	110	U	V/U	LIN Television Corporation
50	45	Louisville	\$ 91,000	2	4	41	FOX	13	B1	18	62	N	U/U	Blade Communications Inc
37	46	Grand Rapids-Kalamazoo-Battle Creek	\$ 88,900	3	4	8	NBC	33	B1	39	118	R	V/U	LIN Television Corporation
54	47	Jacksonville	\$ 88,500	2	4	30	FOX	13	B1	18	49	R	U/U	Clear Channel Television Inc
35	48	Greenville-Spartanburg-Asheville	\$ 88,400	3	5	7	CBS	29	B1	29	85	R	V/U	Spartan Communications Incorpo
51	49	Birmingham	\$ 87,300	2	4	21	WB	12	B1	16	40		U/U	Sinclair Communications Incorp
48	50	Albuquerque-Santa Fe	\$ 82,500	5	5	13	CBS	22	B1	24	75	N	V/U	Lee Enterprises, Inc
45	51	Harrisburg-Lancaster-Lebanon-York	\$ 80,900	1	6	21	CBS	19	B1	23	53	U	U/U	Clear Channel Television Inc
60	53	Austin, TX	\$ 76,300	2	4	36	NBC	29	B1	34	117	N	U/U	LIN Television Corporation
49	55	Providence-New Bedford	\$ 75,200	3	2	12	CBS	25	B2	32	63	U	V/U	Clear Channel Television Inc
49	55	Providence-New Bedford	\$ 75,200	3	2	10	NBC	51	B1	51	100	N	V/U	NBC/GE
46	56	Greensboro-High Point-Winston Salem	\$ 71,200	3	4	45	ABC	15	B1	15	39		U/U	Sinclair Communications Incorp
58	57	Tulsa	\$ 71,100	3	4	23	FOX	13	B1	17	59	R	U/U	Clear Channel Television Inc
55	59	Fresno-Visalia	\$ 66,600	0	10	24	NBC	26	B1	26	100		U/U	Granite Broadcasting Corporati
56	60	Little Rock-Pine Bluff	\$ 66,100	3	4	16	FOX	11	B1	14	41	U	U/U	Clear Channel Television Inc
71	61	Honolulu	\$ 65,100	5	4	13	NBC	18	B1	26	93	U	V/V	Belo Corporation
62	64	Mobile-Pensacola	\$ 59,800	3	6	15	NBC	19	B2	24	83	U	U/U	Clear Channel Television Inc
62	64	Mobile-Pensacola	\$ 59,800	3	6	3	ABC	26	B1	26	90	U	V/U	Sinclair Communications Incorp
74	65	Omaha	\$ 59,600	3	2	42	FOX	11	B1	17	55	N	U/U	Pappas Telecasting Companies

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**LMA Listing**  
Organized by Market Revenue Rank

Market	Revenue	Market	Gross	#	#	Stn.	Stn.	%	%						
Rank	Rank	Name	Revenue	VHF	UHF	Ch.	Affil.	Local	LMA	Comb.	Comb.	LMA	Comb.	Station	Owner
65	67	Wichita - Hutchinson	\$ 54,200	3	1	24	FOX	10	B1	10	28	N	U/U	Clear Channel Television Inc	
78	68	Tucson	\$ 54,100	4	2	11	FOX	12	B1	18	47	U	V/U	Belo Corporation	
121	70	Monterey-Salinas	\$ 51,600	2	4	35	FOX,UPN	14	B1	27	68	R	U/U	Ackerley Group	
83	73	Ft. Myers-Naples	\$ 49,900	1	5	20	NBC	35	B1	49	132		U/U	Waterman Broadcasting Corp	
70	74	Green Bay-Appleton	\$ 49,800	3	3	26	NBC	23	B1	28	88	R	U/U	Aries Telecom Corporation	
72	77	Syracuse	\$ 47,800	3	2	68	FOX	9	B1	9	27	U	U/U	Sinclair Communications Incorp	
73	78	Spokane	\$ 47,600	3	2	2	CBS	28	B1	28	80	U	V/U	Belo Corporation	
47	80	Wilkes Barre-Scranton	\$ 46,500	0	4	56	FOX	0	B1	9	26	N	U/U	Pegasus Communications Corpora	
80	81	Portland-Auburn	\$ 43,100	3	1	51	FOX	8	B1	8	20	N	U/U	Pegasus Communications Corpora	
76	82	Shreveport	\$ 41,500	3	2	33	FOX	11	B1	11	31		U/U	Communications Corp of America	
90	88	Jackson, MS	\$ 38,500	2	3	40	FOX	12	B1	12	29	N	U/U	Pegasus Communications Corpora	
87	92	Cedar Rapids-Waterloo-Dubuque	\$ 37,300	3	2	28	FOX	5	B1	5	13	U	U/U	Second Generation Television	
91	96	Burlington-Plattsburgh	\$ 35,600	2	2	5	NBC	32	B1	32	65	N	V/U	Hearst-Argyle TV Incorporated	
79	97	Paducah-Cape Girardeau-Harrisburg-Mt Verno	\$ 35,400	4	2	23	FOX	9	B1	9	23	N	U/U	Sinclair Communications Incorp	
118	102	Reno	\$ 32,000	4	2	11	FOX	5	B1	14	47	U	V/U	Nevada TV Corporation	
92	111	Johnstown-Altoona	\$ 27,700	3	3	8	FOX	10	B1	17	40		V/U	US Broadcast Group	
96	117	Waco-Temple-Bryan	\$ 26,000	3	4	44	FOX	14	B1	14	47		U/U	Communications Corp of America	
112	128	Tallahassee-Thomasville	\$ 21,400	1	3	49	FOX	12	B1	12	20	N	U/U	Pegasus Communications Corpora	
101	130	Lincoln-Hastings-Kearney	\$ 21,100	3	1	13	ABC	24	B1	24	39		V/U	Pappas Telecasting Companies	
111	135	Florence-Myrtle Beach	\$ 19,300	1	4	15	ABC	22	B1	29	41	N	U/U	Diversified Communications	
143	137	Erie	\$ 18,500	1	3	12	NBC	33	B1	42	127		V/U	SJL Communications LP	
134	142	Duluth-Superior	\$ 16,700	3	1	6	NBC	39	B1	39	100		V/U	Granite Broadcasting Corporati	
136	151	Wausau-Rhinelanders	\$ 15,200	3	0	9	ABC	39	B1	39	91	N	V/U	Shockley Communications Corpor	
133	155	Columbus-Tupelo-West Point	\$ 14,100	2	1	9	NBC	53	B1	64	121	R	V/U	Spain, Frank & Family	
167	165	Billings	\$ 10,500	4	0	6	ABC	18	B1	24	59	R	V/V	Great Trails Broadcasting, Cor	
183	175	Meridian	\$ 7,000	1	2	24	CBS	21	B1	43	75		U/U	Spain, Frank & Family	
206	0	Victoria	\$ -	0	2	25	ABC	74	B1	100	135		U/U	Withers Broadcasting Co	
191	0	Grand Junction-Montrose	\$ -	3	1	5	CBS	48	B1	48	100	N	V/V	Withers Broadcasting Co	

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LMA Listing  
Organized by Owner

Market	Revenue	Market	Gross	#	#	Stn.	Stn.	Station	%	%	Comb.	Comb.	LMA	Comb.	Station
Rank	Rank	Name	Revenue	VHF	UHF	Ch.	Affil.	Local	LMA	Share	Ratio	Reason	Type	Owner	
121	70	Monterey-Salinas	\$ 51,600	2	4	35	FOX, UPN	14	B1	27	68	R	U/U	Ackerley Group	
70	74	Green Bay-Appleton	\$ 49,800	3	3	26	NBC	23	B1	28	88	R	U/U	Aries Telecom Corporation	
12	14	Seattle-Tacoma	\$ 283,500	6	4	5	NBC	31	B1	31	100	N	V/U	Belo Corporation	
71	61	Honolulu	\$ 65,100	5	4	13	NBC	18	B1	26	93	U	V/V	Belo Corporation	
73	78	Spokane	\$ 47,600	3	2	2	CBS	28	B1	28	80	U	V/U	Belo Corporation	
78	68	Tucson	\$ 54,100	4	2	11	FOX	12	B1	18	47	U	V/U	Belo Corporation	
50	45	Louisville	\$ 91,000	2	4	41	FOX	13	B1	18	62	N	U/U	Blade Communications Inc	
29	36	Raleigh-Durham	\$ 126,800	2	8	5	CBS	35	B1	38	109	N	V/U	Capitol Broadcasting Company	
28	31	Charlotte	\$ 146,900	2	6	46	UPN	10	B1	15	52	N	U/U	Capitol Broadcasting Company	
62	64	Mobile-Pensacola	\$ 59,800	3	6	15	NBC	19	B2	24	83	U	U/U	Clear Channel Television Inc	
49	55	Providence-New Bedford	\$ 75,200	3	2	12	CBS	25	B2	32	63	U	V/U	Clear Channel Television Inc	
58	57	Tulsa	\$ 71,100	3	4	23	FOX	13	B1	17	59	R	U/U	Clear Channel Television Inc	
42	43	Memphis	\$ 96,000	3	4	24	ABC	12	B1	20	54	U	U/U	Clear Channel Television Inc	
45	51	Harrisburg-Lancaster-Lebanon-York	\$ 80,900	1	6	21	CBS	19	B1	23	53	U	U/U	Clear Channel Television Inc	
54	47	Jacksonville	\$ 88,500	2	4	30	FOX	13	B1	18	49	R	U/U	Clear Channel Television Inc	
56	60	Little Rock-Pine Bluff	\$ 66,100	3	4	16	FOX	11	B1	14	41	U	U/U	Clear Channel Television Inc	
65	67	Wichita - Hutchinson	\$ 54,200	3	1	24	FOX	10	B1	10	28	N	U/U	Clear Channel Television Inc	
96	117	Waco-Temple-Bryan	\$ 26,000	3	4	44	FOX	14	B1	14	47		U/U	Communications Corp of America	
76	82	Shreveport	\$ 41,500	3	2	33	FOX	11	B1	11	31		U/U	Communications Corp of America	
22	20	Orlando-Daytona Beach-Melbourne	\$ 213,600	3	9	9	ABC	27	B1	27	93	N	V/U	Cox Broadcasting.	
111	135	Florence-Myrtle Beach	\$ 19,300	1	4	15	ABC	22	B1	29	41	N	U/U	Diversified Communications	
8	7	Dallas-Ft. Worth	\$ 464,000	4	11	4	FOX	13	B1	17	77	U	V/U	Fox Television Stations Inc	
55	59	Fresno-Visalia	\$ 66,600	0	10	24	NBC	26	B1	26	100		U/U	Granite Broadcasting Corporation	
134	142	Duluth-Superior	\$ 16,700	3	1	6	NBC	39	B1	39	100		V/U	Granite Broadcasting Corporation	
167	165	Billings	\$ 10,500	4	0	6	ABC	18	B1	24	59	R	V/V	Great Trails Broadcasting, Corp.	
31	30	Kansas City	\$ 149,800	3	5	9	ABC	27	B1	27	100	U	V/U	Hearst-Argyle TV Incorporated	
91	96	Burlington-Plattsburgh	\$ 35,600	2	2	5	NBC	32	B1	32	65	N	V/U	Hearst-Argyle TV Incorporated	
20	23	Sacramento-Stockton-Modesto	\$ 194,100	3	6	3	NBC	36	B1	43	119	U	V/U	Kelly Broadcasting Co.	
48	50	Albuquerque-Santa Fe	\$ 82,500	5	5	13	CBS	22	B1	24	75	N	V/U	Lee Enterprises, Inc	
37	46	Grand Rapids-Kalamazoo-Battle Creek	\$ 88,900	3	4	8	NBC	33	B1	39	118	R	V/U	LIN Television Corporation	
60	53	Austin, TX	\$ 76,300	2	4	36	NBC	29	B1	34	117	N	U/U	LIN Television Corporation	
39	44	Norfolk-Portsmouth-Newport News	\$ 92,300	3	5	10	NBC	29	B1	32	110	U	V/U	LIN Television Corporation	
27	27	Hartford-New Haven	\$ 156,700	2	6	8	ABC	25	B2	26	93	N	V/U	LIN Television Corporation	
13	15	Cleveland	\$ 259,300	3	9	19	CBS	13	B1	26	96	U	U/U	Malrite Communications Group Inc	
17	13	Phoenix	\$ 302,300	8	5	3	IND	15	B1	20	77	N	V/U	Media America Corporation	
8	7	Dallas-Ft. Worth	\$ 464,000	4	11	5	NBC	21	B2	26	118	R	V/U	NBC/GE	
34	26	Columbus, OH	\$ 162,200	3	3	4	NBC	33	B1	37	112	R	V/U	NBC/GE	
27	27	Hartford-New Haven	\$ 156,700	2	6	30	NBC	27	B1	31	111	U	U/U	NBC/GE	
49	55	Providence-New Bedford	\$ 75,200	3	2	10	NBC	51	B1	51	100	N	V/U	NBC/GE	
118	102	Reno	\$ 32,000	4	2	11	FOX	5	B1	14	47	U	V/U	Nevada TV Corporation	
74	65	Omaha	\$ 59,600	3	2	42	FOX	11	B1	17	55	N	U/U	Pappas Telecasting Companies	



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**LMA Listing**  
Organized by Owner

Market Rank	Revenue Rank	Market Name	Gross Revenue	# VHF	# UHF	Stn. Ch.	Stn. Affil.	% Station Local		% LMA Comb.		Comb. Ratio	LMA Reason	Comb. Type	Station Owner
								Share	LMA Share	Share	Ratio				
101	130	Lincoln-Hastings-Kearney	\$ 21,100	3	1	13	ABC	24	B1	24	39			V/U	Pappas Telecasting Companies
13	15	Cleveland	\$ 259,300	3	9	23	INF	2	B2	2	7		U	U/U	Paxson Communications Corporation
10	10	Atlanta	\$ 408,000	3	7	14	INF	0	B1	0	0		U	U/U	Paxson Communications Corporation
90	88	Jackson, MS	\$ 38,500	2	3	40	FOX	12	B1	12	29		N	U/U	Pegasus Communications Corporatio
47	80	Wilkes Barre-Scranton	\$ 46,500	0	4	56	FOX	0	B1	9	26		N	U/U	Pegasus Communications Corporatio
80	81	Portland-Auburn	\$ 43,100	3	1	51	FOX	8	B1	8	20		N	U/U	Pegasus Communications Corporatio
112	128	Tallahassee-Thomasville	\$ 21,400	1	3	49	FOX	12	B1	12	20		N	U/U	Pegasus Communications Corporatio
31	30	Kansas City	\$ 149,800	3	5	41	NBC	19	B2	19	70		N	U/U	Scripps Howard Broadcasting
87	92	Cedar Rapids-Waterloo-Dubuque	\$ 37,300	3	2	28	FOX	5	B1	5	13		U	U/U	Second Generation Television
136	151	Wausau-Rhineland	\$ 15,200	3	0	9	ABC	39	B1	39	91		N	V/U	Shockley Communications Corporati
62	64	Mobile-Pensacola	\$ 59,800	3	6	3	ABC	26	B1	26	90		U	V/U	Sinclair Communications Incorpora
38	37	San Antonio	\$ 122,000	3	5	29	FOX	14	B1	23	88		U	U/U	Sinclair Communications Incorpora
23	24	Baltimore	\$ 185,600	3	3	45	FOX	13	B1	22	71			U/U	Sinclair Communications Incorpora
19	21	Pittsburgh	\$ 203,900	3	3	53	FOX	12	B1	17	55		U	U/U	Sinclair Communications Incorpora
33	34	Nashville	\$ 136,000	3	7	17	FOX	11	B1	16	46		R	U/U	Sinclair Communications Incorpora
29	36	Raleigh-Durham	\$ 126,800	2	8	22	FOX	11	B2	16	46			U/U	Sinclair Communications Incorpora
51	49	Birmingham	\$ 87,300	2	4	21	WB	12	B1	16	40			U/U	Sinclair Communications Incorpora
46	56	Greensboro-High Point-Winston Salem	\$ 71,200	3	4	45	ABC	15	B1	15	39			U/U	Sinclair Communications Incorpora
72	77	Syracuse	\$ 47,800	3	2	68	FOX	9	B1	9	27		U	U/U	Sinclair Communications Incorpora
79	97	Paducah-Cape Girardeau-Harrisburg-Mt	\$ 35,400	4	2	23	FOX	9	B1	9	23		N	U/U	Sinclair Communications Incorpora
143	137	Erie	\$ 18,500	1	3	12	NBC	33	B1	42	127			V/U	SJL Communications LP
133	155	Columbus-Tupelo-West Point	\$ 14,100	2	1	9	NBC	53	B1	64	121		R	V/U	Spain, Frank & Family
183	175	Meridian	\$ 7,000	1	2	24	CBS	21	B1	43	75			U/U	Spain, Frank & Family
35	48	Greenville-Spartanburg-Asheville	\$ 88,400	3	5	7	CBS	29	B1	29	85		R	V/U	Spartan Communications Incorporat
92	111	Johnstown-Altoona	\$ 27,700	3	3	8	FOX	10	B1	17	40			V/U	US Broadcast Group
83	73	Ft. Myers-Naples	\$ 49,900	1	5	20	NBC	35	B1	49	132			U/U	Waterman Broadcasting Corp
206	0	Victoria	\$ -	0	2	25	ABC	74	B1	100	135			U/U	Withers Broadcasting Co
191	0	Grand Junction-Montrose	\$ -	3	1	5	CBS	48	B1	48	100		N	V/V	Withers Broadcasting Co

3/26/1998

**LMA Listing**  
Organized by LMA Share Ratio

Market	Revenue	Market	Gross	#	#	Stn.	Stn.	%	%								
Rank	Rank	Name	Revenue	VHF	UHF	Ch.	Affil.	Local	LMA	Share	Ratio	LMA	Comb.	Comb.	Reason	Type	Station
								Share	LMA	Share	Ratio	Reason	Type				Owner
206	0	Victoria	\$ -	0	2	25	ABC	74	B1	100	135		U/U	Withers Broadcasting Co			
83	73	Ft. Myers-Naples	\$ 49,900	1	5	20	NBC	35	B1	49	132		U/U	Waterman Broadcasting Corp			
143	137	Erie	\$ 18,500	1	3	12	NBC	33	B1	42	127		V/U	SJL Communications LP			
133	155	Columbus-Tupelo-Wes	\$ 14,100	2	1	9	NBC	53	B1	64	121	R	V/U	Spain, Frank & Family			
20	23	Sacramento-Stockton	\$ 194,100	3	6	3	NBC	36	B1	43	119	U	V/U	Kelly Broadcasting Co.			
37	46	Grand Rapids-Kalama	\$ 88,900	3	4	8	NBC	33	B1	39	118	R	V/U	LIN Television Corporation			
8	7	Dallas-Ft. Worth	\$ 464,000	4	11	5	NBC	21	B2	26	118	R	V/U	NBC/GE			
60	53	Austin, TX	\$ 76,300	2	4	36	NBC	29	B1	34	117	N	U/U	LIN Television Corporation			
34	26	Columbus, OH	\$ 162,200	3	3	4	NBC	33	B1	37	112	R	V/U	NBC/GE			
27	27	Hartford-New Haven	\$ 156,700	2	6	30	NBC	27	B1	31	111	U	U/U	NBC/GE			
39	44	Norfolk-Portsmouth-	\$ 92,300	3	5	10	NBC	29	B1	32	110	U	V/U	LIN Television Corporation			
29	36	Raleigh-Durham	\$ 126,800	2	8	5	CBS	35	B1	38	109	N	V/U	Capitol Broadcasting Company			
12	14	Seattle-Tacoma	\$ 283,500	6	4	5	NBC	31	B1	31	100	N	V/U	Belo Corporation			
31	30	Kansas City	\$ 149,800	3	5	9	ABC	27	B1	27	100	U	V/U	Hearst-Argyle TV Incorporated			
49	55	Providence-New Bedf	\$ 75,200	3	2	10	NBC	51	B1	51	100	N	V/U	NBC/GE			
55	59	Fresno-Visalia	\$ 66,600	0	10	24	NBC	26	B1	26	100		U/U	Granite Broadcasting Corporation			
134	142	Duluth-Superior	\$ 16,700	3	1	6	NBC	39	B1	39	100		V/U	Granite Broadcasting Corporation			
191	0	Grand Junction-Mont	\$ -	3	1	5	CBS	48	B1	48	100	N	V/V	Withers Broadcasting Co			
13	15	Cleveland	\$ 259,300	3	9	19	CBS	13	B1	26	96	U	U/U	Malrite Communications Group Inc			
22	20	Orlando-Daytona Bea	\$ 213,600	3	9	9	ABC	27	B1	27	93	N	V/U	Cox Broadcasting.			
71	61	Honolulu	\$ 65,100	5	4	13	NBC	18	B1	26	93	U	V/V	Belo Corporation			
27	27	Hartford-New Haven	\$ 156,700	2	6	8	ABC	25	B2	26	93	N	V/U	LIN Television Corporation			
136	151	Wausau-Rhinelande	\$ 15,200	3	0	9	ABC	39	B1	39	91	N	V/U	Shockley Communications Corporation			
62	64	Mobile-Pensacola	\$ 59,800	3	6	3	ABC	26	B1	26	90	U	V/U	Sinclair Communications Incorporated			
38	37	San Antonio	\$ 122,000	3	5	29	FOX	14	B1	23	88	U	U/U	Sinclair Communications Incorporated			
70	74	Green Bay-Appleton	\$ 49,800	3	3	26	NBC	23	B1	28	88	R	U/U	Aries Telecom Corporation			
35	48	Greenville-Spartanb	\$ 88,400	3	5	7	CBS	29	B1	29	85	R	V/U	Spartan Communications Incorporated			
62	64	Mobile-Pensacola	\$ 59,800	3	6	15	NBC	19	B2	24	83	U	U/U	Clear Channel Television Inc			
73	78	Spokane	\$ 47,600	3	2	2	CBS	28	B1	28	80	U	V/U	Belo Corporation			
8	7	Dallas-Ft. Worth	\$ 464,000	4	11	4	FOX	13	B1	17	77	U	V/U	Fox Television Stations Inc			
17	13	Phoenix	\$ 302,300	8	5	3	IND	15	B1	20	77	N	V/U	Media America Corporation			
48	50	Albuquerque-Santa F	\$ 82,500	5	5	13	CBS	22	B1	24	75	N	V/U	Lee Enterprises, Inc			
183	175	Meridian	\$ 7,000	1	2	24	CBS	21	B1	43	75		U/U	Spain, Frank & Family			
23	24	Baltimore	\$ 185,600	3	3	45	FOX	13	B1	22	71		U/U	Sinclair Communications Incorporated			
31	30	Kansas City	\$ 149,800	3	5	41	NBC	19	B2	19	70	N	U/U	Scripps Howard Broadcasting			
121	70	Monterey-Salinas	\$ 51,600	2	4	35	FOX, UPN	14	B1	27	68	R	U/U	Ackerley Group			
91	96	Burlington-Plattsbu	\$ 35,600	2	2	5	NBC	32	B1	32	65	N	V/U	Hearst-Argyle TV Incorporated			
49	55	Providence-New Bedf	\$ 75,200	3	2	12	CBS	25	B2	32	63	U	V/U	Clear Channel Television Inc			
50	45	Louisville	\$ 91,000	2	4	41	FOX	13	B1	18	62	N	U/U	Blade Communications Inc			
58	57	Tulsa	\$ 71,100	3	4	23	FOX	13	B1	17	59	R	U/U	Clear Channel Television Inc			
167	165	Billings	\$ 10,500	4	0	6	ABC	18	B1	24	59	R	V/V	Great Trails Broadcasting, Corp.			

3/26/1998

**LMA Listing**  
Organized by LMA Share Ratio

Market Rank	Revenue Rank	Market Name	Gross Revenue	# VHF	# UHF	Stn. Ch.	Stn. Affil.	% Station		% LMA		LMA Reason	Comb. Type	Station Owner
								Local Share	LMA Share	Comb. Ratio	Comb. Type			
19	21	Pittsburgh	\$ 203,900	3	3	53	FOX	12	B1	17	55	U	U/U	Sinclair Communications Incorporated
74	65	Omaha	\$ 59,600	3	2	42	FOX	11	B1	17	55	N	U/U	Pappas Telecasting Companies
42	43	Memphis	\$ 96,000	3	4	24	ABC	12	B1	20	54	U	U/U	Clear Channel Television Inc
45	51	Harrisburg-Lancaste	\$ 80,900	1	6	21	CBS	19	B1	23	53	U	U/U	Clear Channel Television Inc
28	31	Charlotte	\$ 146,900	2	6	46	UPN	10	B1	15	52	N	U/U	Capitol Broadcasting Company
54	47	Jacksonville	\$ 88,500	2	4	30	FOX	13	B1	18	49	R	U/U	Clear Channel Television Inc
78	68	Tucson	\$ 54,100	4	2	11	FOX	12	B1	18	47	U	V/U	Belo Corporation
96	117	Waco-Temple-Bryan	\$ 26,000	3	4	44	FOX	14	B1	14	47		U/U	Communications Corp of America
118	102	Reno	\$ 32,000	4	2	11	FOX	5	B1	14	47	U	V/U	Nevada TV Corporation
33	34	Nashville	\$ 136,000	3	7	17	FOX	11	B1	16	46	R	U/U	Sinclair Communications Incorporated
29	36	Raleigh-Durham	\$ 126,800	2	8	22	FOX	11	B2	16	46		U/U	Sinclair Communications Incorporated
56	60	Little Rock-Pine Bl	\$ 66,100	3	4	16	FOX	11	B1	14	41	U	U/U	Clear Channel Television Inc
111	135	Florence-Myrtle Bea	\$ 19,300	1	4	15	ABC	22	B1	29	41	N	U/U	Diversified Communications
51	49	Birmingham	\$ 87,300	2	4	21	WB	12	B1	16	40		U/U	Sinclair Communications Incorporated
92	111	Johnstown-Altoona	\$ 27,700	3	3	8	FOX	10	B1	17	40		V/U	US Broadcast Group
46	56	Greensboro-High Poi	\$ 71,200	3	4	45	ABC	15	B1	15	39		U/U	Sinclair Communications Incorporated
101	130	Lincoln-Hastings-Ke	\$ 21,100	3	1	13	ABC	24	B1	24	39		V/U	Pappas Telecasting Companies
76	82	Shreveport	\$ 41,500	3	2	33	FOX	11	B1	11	31		U/U	Communications Corp of America
90	88	Jackson, MS	\$ 38,500	2	3	40	FOX	12	B1	12	29	N	U/U	Pegasus Communications Corporation
65	67	Wichita - Hutchinso	\$ 54,200	3	1	24	FOX	10	B1	10	28	N	U/U	Clear Channel Television Inc
72	77	Syracuse	\$ 47,800	3	2	68	FOX	9	B1	9	27	U	U/U	Sinclair Communications Incorporated
47	80	Wilkes Barre-Scrant	\$ 46,500	0	4	56	FOX	0	B1	9	26	N	U/U	Pegasus Communications Corporation
79	97	Paducah-Cape Girard	\$ 35,400	4	2	23	FOX	9	B1	9	23	N	U/U	Sinclair Communications Incorporated
80	81	Portland-Auburn	\$ 43,100	3	1	51	FOX	8	B1	8	20	N	U/U	Pegasus Communications Corporation
112	128	Tallahassee-Thomasv	\$ 21,400	1	3	49	FOX	12	B1	12	20	N	U/U	Pegasus Communications Corporation
87	92	Cedar Rapids-Waterl	\$ 37,300	3	2	28	FOX	5	B1	5	13	U	U/U	Second Generation Television
13	15	Cleveland	\$ 259,300	3	9	23	INF	2	B2	2	7	U	U/U	Paxson Communications Corporation
10	10	Atlanta	\$ 408,000	3	7	14	INF	0	B1	0	0	U	U/U	Paxson Communications Corporation

**LMA**  
Organized by Brokered Station

Revenue Rank	Market Name	Gross Revenue	# VHF	# UHF	Stn. Ch.	Stn. Affil.	% Station		% LMA				Station Owner
							Local Share	LMA Share	Comb. Share	Comb. Ratio	LMA Reason	Comb. Type	
7	Dallas-Ft. Worth	\$ 464,000	4	11	27	IND	4	L1					Dallas Media Investors Corp
10	Atlanta	\$ 408,000	3	7	34	INF	0	L1					Whitehead Media Incorporated
14	Seattle-Tacoma	\$ 283,500	6	4	16	IND	0	L1					Uecker, Susan, Rcvr
15	Cleveland	\$ 259,300	3	9	43	UPN	13	L1					Cannell Cleveland LP
13	Phoenix	\$ 302,300	8	5	61	WB	5	L1					Brooks Broadcasting LLC
21	Pittsburgh	\$ 203,900	3	3	22	UPN	5	L1					Glencairn Ltd
23	Sacramento-Stockton-Modesto	\$ 194,100	3	6	58	UPN	7	L1					Channel 58 Inc
20	Orlando-Daytona Beach-Melbourne	\$ 213,600	3	9	27	DRK	0	L1					Reece Associates Ltd
24	Baltimore	\$ 185,600	3	3	54	UPN	9	L1					Glencairn Ltd
27	Hartford-New Haven	\$ 156,700	2	6	20	UPN	4	L1					Counterpoint Communications
31	Charlotte	\$ 146,900	2	6	55	WB	5	L1					Roxboro Broadcasting Company
36	Raleigh-Durham	\$ 126,800	2	8	50	WB	3	L1					Carolina Broadcasting System
30	Kansas City	\$ 149,800	3	5	29	WB	0	L1					T.V. 29 Inc
34	Nashville	\$ 136,000	3	7	30	UPN	5	L1					Smith, David S.
26	Columbus, OH	\$ 162,200	3	3	53	UPN, WB	4	L1					Paramount Stations Group
48	Greenville-Spartanburg-Asheville	\$ 88,400	3	5	62	WB, UPN	0	L1					Pappas Telecasting Companies
46	Grand Rapids-Kalamazoo-Battle Creek	\$ 88,900	3	4	41	ABC	6	L1					Channel 41 Inc
37	San Antonio	\$ 122,000	3	5	35	UPN	9	L1					Glencairn Ltd
44	Norfolk-Portsmouth-Newport News	\$ 92,300	3	5	43	WB	3	L1					Entravision Holdings LLC
43	Memphis	\$ 96,000	3	4	30	UPN	8	L1					TV Marketing Group
51	Harrisburg-Lancaster-Lebanon-York	\$ 80,900	1	6	15	UPN	4	L1					Gateway Communications
56	Greensboro-High Point-Winston Salem	\$ 71,200	3	4	48	UPN	0	L1					Smith, David S.
80	Wilkes Barre-Scranton	\$ 46,500	0	4	38	FOX	9	L1					Pegasus Communications Corporation
50	Albuquerque-Santa Fe	\$ 82,500	5	5	50	UPN	2	L1					Ramar Communications Inc
55	Providence-New Bedford	\$ 75,200	3	2	28	WB, UPN	0	L1					NB-Mass Holding Company
45	Louisville	\$ 91,000	2	4	58	UPN	5	L1					Greater Louisville TV
49	Birmingham	\$ 87,300	2	4	68	UPN	4	L1					Glencairn Ltd
47	Jacksonville	\$ 88,500	2	4	47	UPN	5	L1					Mercury Broadcasting Company Inc
59	Fresno-Visalia	\$ 66,600	0	10	43	INF	0	L1					Cocla Broadcasting Companies
60	Little Rock-Pine Bluff	\$ 66,100	3	4	38	UPN	3	L1					Mercury Broadcasting Company Inc
57	Tulsa	\$ 71,100	3	4	41	UPN	4	L1					Mercury Broadcasting Company Inc
53	Austin, TX	\$ 76,300	2	4	54	WB	5	L1					54 Broadcasting Inc
64	Mobile-Pensacola	\$ 59,800	3	6	35	WB	0	L1					Television Fit for Life Inc
67	Wichita - Hutchinson	\$ 54,200	3	1	33		0	L1					Turner Communications Incorporated
74	Green Bay-Appleton	\$ 49,800	3	3	32	UPN	5	L1					Ace TV Inc
61	Honolulu	\$ 65,100	5	4	5	UPN	8	L1					Ka'Ikena Lani TV
77	Syracuse	\$ 47,800	3	2	43	UPN	0	L1					RKM Media Inc
78	Spokane	\$ 47,600	3	2	22	UPN	0	L1					KSKN Inc
65	Omaha	\$ 59,600	3	2	15	WB	6	L1					Cocla Broadcasting Companies
82	Shreveport	\$ 41,500	3	2	45	UPN, WB	0	L1					White Knight Broadcasting
68	Tucson	\$ 54,100	4	2	18	UPN	6	L1					Belo Corporation

**LMA**  
Organized by Brokered Station

Revenue	Market	Gross	#	#	Stn.	Stn.	%	%	Local	Comb.	Comb.	LMA	Comb.	Station
							Station	LMA						
Rank	Name	Revenue	VHF	UHF	Ch.	Affil.	Share	LMA	Share	Ratio	Reason	Type	Owner	
97	Paducah-Cape Girardeau-Harrisburg-Mt Verno	\$ 35,400	4	2	49	UPN	0	L1						Sudbrink Broadcasting
81	Portland-Auburn	\$ 43,100	3	1	35	UPN	0	L1						New England TV Inc
73	Ft. Myers-Naples	\$ 49,900	1	5	26	ABC	14	L1						Montclair Communications Incorporated
92	Cedar Rapids-Waterloo-Dubuque	\$ 37,300	3	2	40	FOX	0	L1						Dubuque TV LP
88	Jackson, MS	\$ 38,500	2	3	35		0	L1						Vicksburg 35 Associates
96	Burlington-Plattsburgh	\$ 35,600	2	2	44	FOX	0	L1						STC Broadcasting Incorporated
111	Johnstown-Altoona	\$ 27,700	3	3	23	ABC	7	L1						Advent V Capital Company Limited Partner
117	Waco-Temple-Bryan	\$ 26,000	3	4	62	UPN,WB	0	L1						White Knight Broadcasting
130	Lincoln-Hastings-Kearney	\$ 21,100	3	1	17	FOX,UPN	0	L1						Hill Broadcasting Company
135	Florence-Myrtle Beach	\$ 19,300	1	4	21	UPN	7	L1						Atlantic Media Group
128	Tallahassee-Thomasville	\$ 21,400	1	3	57		0	L1						Live Oak, LLC
102	Reno	\$ 32,000	4	2	21	UPN	9	L1						Raycom Media Inc
70	Monterey-Salinas	\$ 51,600	2	4	46	CBS	13	L1						Harron Communications Corporation
155	Columbus-Tupelo-West Point	\$ 14,100	2	1	27	FOX,UPN	11	L1						Lingard Broacasting Corporation
142	Duluth-Superior	\$ 16,700	3	1	21	IND	0	L1						Curtis Squire Incorporated
151	Wausau-Rhineland	\$ 15,200	3	0	34	ABC	0	L1						Northwoods Educationsl TV Association
137	Erie	\$ 18,500	1	3	66	FOX	9	L1						Elkin, Jason
165	Billings	\$ 10,500	4	0	4	FOX	6	L1						National Indian Media Foundation
175	Meridian	\$ 7,000	1	2	30	NBC	22	L1						Global Communications Inc
0	Grand Junction-Montrose	\$ -	3	1	4		0	L1						Rees, John Harvey
0	Victoria	\$ -	0	2	19	FOX	26	L1						Proctor, Gerald R
7	Dallas-Ft. Worth	\$ 464,000	4	11	39	IND	5	L2						Christian Broadcasting Network
15	Cleveland	\$ 259,300	3	9	67	IND	0	L2						Shop At Home Incorporated
27	Hartford-New Haven	\$ 156,700	2	6	59	WB	1	L2						K-W Television
36	Raleigh-Durham	\$ 126,800	2	8	28	UPN	5	L2						Glencairn Ltd
30	Kansas City	\$ 149,800	3	5	38	IND	0	L2						Miller Broadcasting Inc
55	Providence-New Bedford	\$ 75,200	3	2	64	FOX	7	L2						STC Broadcasting Incorporated
64	Mobile-Pensacola	\$ 59,800	3	6	44	UPN	5	L2						Mercury Broadcasting Company Inc

**EXHIBIT C**

**LMA Summary Tables**

7-Apr-98

LMA Summary Table  
Brokering Stations

V/V= VHF/VHF Combination  
V/U= VHF/UHF Combination  
U/U= UHF/UHF Combination

Tier 1= DMAs 1-2 (50% HH)  
Tier 2= DMAs 26- (25% HH)  
Tier 3= DMAs 67+ (25% HH)

Combined Ratio	Market Tiers	ABC			CBS			Fox			NBC			Other			Group	
		V/V	V/U	U/U	V/V	V/U	U/U	V/V	V/U	U/U	V/V	V/U	U/U	V/V	V/U	U/U	Totals	Totals
100% or Greater	Tier 1										3						3	
	Tier 2	1			1						4	3					9	18
	Tier 3		1		1						3	1					6	
75%-99%	Tier 1	1				1		1						1			4	
	Tier 2	2			2			1				1			1		7	16
	Tier 3	1			1	1					1	1					5	
50%-74%	Tier 1							2									2	
	Tier 2			1	1	1		2				1					6	12
	Tier 3	1						2			1						4	
Less than 50%	Tier 1													2			2	
	Tier 2			1				7						1			9	23
	Tier 3		1	1				3	7								12	
Totals		1	6	4	1	5	3	0	4	21	1	11	7	0	1	4	69	69
Group Totals			11			9			25			19			5		69	

Total Tier 1 LMA	11	Total VHF/VHF Combination	3
Total Tier 2 LMA	31	Total VHF/UHF Combination	27
Total Tier 3 LMA	27	Total UHF/UHF Combination	39
Total LMAs	69	Total LMAs:	69

Summary Note: 45 of 69 LMAs (65%) are in DMAs 26-100; and 38 of those (84%) broker WB UFN affiliates.

7-Apr-98

LMA Summary Table  
Brokered Stations

N = New Construction  
R = Rescued Station  
P = Programming Upgrade  
U = Unknown

Tier 1= DMAs 1-25 (50% HH)  
Tier 2= DMAs 26-66 (25% HH)  
Tier 3= DMAs 67+ (25% HH)

Market Tier	LMA Reason	ABC	CBS	Fox	NBC	WB/UPN	Other/Unknown	Totals	Group Totals
Tier 1	N					1	2	3	11
	R						1	1	
	P					3	3	6	
	U					1		1	
Tier 2	N					8	2	10	31
	R					5		5	
	P			1		10		11	
	U					4	1	5	
Tier 3	N			1		5	3	9	27
	R		1	2		1		4	
	P					5		5	
	U	2		3	1	2	1	9	
Totals		2	1	7	1	45	13	69	69

Market Tier	LMA Reason	ABC	CBS	Fox	NBC	WB/UPN	Other/Unknown	Totals
DMAs 100+	N					1	3	4
	R		1	2				3
	P					1		1
	U			3	1		1	5
Subtotal		0	1	5	1	2	4	13

Tier 1 Summary: All brokered stations either Independent (55%) or WB/UPN (45%).  
Tier 2 Summary: 27 of 31 brokered stations ( ) are WB/UPN.  
Tier 3 Summary: 13 of 27 (48%) WB/UPN; but below DMA 100 7 of 13 are 4 major nets.



7-Apr-98

LMA Summary Table  
Group Ownership of Brokering Stations  
2 Stations or greater

A = ABC  
C = CBS  
F = Fox  
N = NBC  
O = Other

Tier 1 = DMAs (50% HH)  
Tier 2 = DMAs (25% HH)  
Tier 3 = DMAs (25% HH)

Owner	Combined Ratio	Tier 1					Tier 2					Tier 3					Totals	Group Totals
		A	C	F	N	O	A	C	F	N	O	A	C	F	N	O		
Sinclair Communications Inc.	100% + 75%-99% 50%-74% <50%						1		1								0 2 2 6	10
Clear Channel Television Inc.	100% + 75%-99% 50%-74% <50%						1	2	1	1							0 1 4 3	8
Belo Corporation	100% + 75%-99% 50%-74% <50%				1								1		1		1 2 0 1	4
LIN Television Corporation	100% + 75%-99% 50%-74% <50%						1			3							3 1 0 0	4
NBC/GE	100% + 75%-99% 50%-74% <50%				1					3							4 0 0 0	4
Pegasus Communications Corporation	100% + 75%-99% 50%-74% <50%								1					3			0 0 0 4	4
Capitol Broadcasting Company	100% + 75%-99% 50%-74% <50%							1				1					1 0 1 0	2
Communications Corporation of America	100% + 75%-99% 50%-74% <50%													2			0 0 0 2	2
Granite Broadcasting Corporation	100% + 75%-99% 50%-74% <50%									1					1		2 0 0 0	2
Hearst-Argyle TV, Inc.	100% + 75%-99% 50%-74% <50%						1										1 0 1 0	2
Pappas Telecasting Companies	100% + 75%-99% 50%-74% <50%												1	1			0 0 1 1	2
Paxson Communications Corporation	100% + 75%-99% 50%-74% <50%																0 0 0 2	2
Spain, Frank & Family	100% + 75%-99% 50%-74% <50%					2							1		1		1 1 0 0	2
Withers Broadcasting Co.	100% + 75%-99% 50%-74% <50%											1	1				2 0 0 0	2
Totals		0	0	2	2	2	5	3	8	8	2	2	3	9	4	0	50	50
Group Totals				6					26					18			50	